





# INTERNATIONAL SYMPOSIUM OF SOCIAL SCIENCES, MANAGEMENT, SCIENCE & TECHNOLOGY

Sustainable Well-being : The Way Forward

# ABSTRACT BOOK

28 February 2023 (Tuesday) International Youth Centre, Kuala Lumpur, MALAYSIA

http://irandau.upm.edu.my

Falah Jalah Menandroman Menandroman Arbite

Co-organizer





Institutional Panel





Supported by



Sponsored by



∯doctor**kayu**™

SS02\_PP

# The Implication of Digital Inclusion Needs Towards Empowerment of B40 Entrepreneurs in Selangor

Faradillah Iqmar Omar, Nur Hafidhzah Nor Hasim & Ummi Munirah Syuhada Mohamad Zan\*

Universiti Islam Selangor

\*Email: correspondence: faradillah@kuis.edu.my

#### Abstract

Technology and the widespread usage of the Internet has eased the efforts of society in terms of communication, running business activities online and keeping up with the current events worldwide. Everything is just a click away. In terms of entrepreneurship, technology is a crucial and indispensable tool to business owners and managers as it allows small businesses access to market, the global logistics chain, and garnering them new customers effectively while boosting the upgrade of their internal operations. The productivity and effectiveness of small and mediumsized enterprises in developing countries is also affected by the rate of diffusion of communication technology, which is considered an important driver for business expansion in rural environments. This also gives a boost to the B40 group of entrepreneurs from an economic and business continuity point of view. This paper aims to descriptively investigate and discuss the needs of digital inclusion (social networks, marketing, ICT training) among B40 entrepreneurs in Selangor as well as test the implications of digital inclusion on the empowerment of B40 entrepreneurs in Selangor. Quantitative methods were used in this study by distributing questionnaires face-toface to a total of 618 B40 entrepreneurs with multi-level sampling. The data was analyzed descriptively to obtain an interpretation of the mean score and analyzed inferentially through regression tests to find out the contribution of the independent variable towards the dependent variable. The results of the study found that the level of frequency of social networking and marketing is moderately high, while ICT training is moderately low. The results of the multiple regression test (Stepwise) found that social networks and marketing contributes positively to the empowerment of B40 entrepreneurs. This finding explains that entrepreneurs who have an effective network of social media and marketing have a high level of empowerment.

Keywords: Digital inclusion; empowerment; entrepreneurs; B40

# Predictors of Emotional Exhaustion among Women Employees during Work from Home: A Preliminary Investigation

R Zirwatul Aida R Ibrahima\*, Siti Nazilah Mat Alia, Mazidah Mohd Daganga, Yulitaa, Nurul Fadzlin Abu Samaha

Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu, MALAYSIA

\*Email: correspondence: : zirwatul@umt.edu.my

# Abstract

Since the spread of COVID-19, Work-From-Home (WFH) has been considered as the "new normal" for most employees globally. WFH has created a major threat to the well-being of employees, especially women, which the occurrence of overlapping responsibilities between domestic duties and professional demands. Drawing upon the Role Theory, this study aims to investigate the influence of job demands and work-to-family conflict (WFC) on emotional exhaustion during working from home. This cross-sectional study involved 157 women employees who had experience working from home in Malaysia. Statistical Package for Social Sciences (SPSS) version 22.0 was employed for data analysis. Results indicated that participants experiencing higher level of job demands and WFC. As hypothesized, job demands and WFC are positively associated with emotional exhaustion. Furthermore, results of regression analysis confirmed that WFC was a most significant predictor to women employees' emotional exhaustion than job demands. The research is expected to provides a significant contribution to the corpus of the literature in understanding the factors related to emotional health effects of women employees, especially during WFH.

**Keywords:** Work from home, women employees, job demands, work-to-family conflict, emotional exhaustion

# Exploring the efficacy of the Acceptance and Commitment Therapy (ACT) and structured exercise programme (ACT-EX) for overweight and obese young adults in a weight loss programme during COVID-19 pandemic: A randomised controlled trial

Patricia Pawa Pitil<sup>1,2\*</sup> & Siti Raudzah Ghazali<sup>1</sup>

<sup>1</sup>Department of Psychology, Faculty of Medicine and Health Sciences, Universiti Malaysia Sarawak <sup>2</sup>Faculty of Sports Science and Recreation, Universiti Teknologi MARA Sarawak Branch, Samarahan Campus

\*Email: correspondence: patriciapawa@uitm.edu.my

# Abstract

Obesity is a significant public health issue among Malaysians and is rising among university students. Following the COVID-19 pandemic and the restrictions imposed by the government through the Movement Control Order (MCO), the prevalence rate of being overweight or obese has been increasing. Although the Acceptance and Commitment Therapy (ACT) has been shown to be effective in managing body weight issues, the effect of including a structured exercise programme is unknown. This randomized-controlled trial aims to examine the efficacy of two ACT interventions: ACT and ACT with structured exercise (ACT-EX) for young adults with overweight or obesity. The intervention aimed to reduce weight-related difficulties and BMI. One hundred and two participants, aged 18 to 25, with a BMI > 23.0 kg/m2, were randomly assigned to either the ACT or the ACT-EX groups. The ACT comprises six weekly group sessions of 1.5 hours each. The ACT-EX group includes three structured exercise sessions of 1.5 hours per week for six weeks, plus the six weekly ACT sessions. Data were collected at baseline, at the end of the intervention, and at follow-up in week 12. Overall, participants enrolled in ACT-EX revealed a greater reduction in BMI and improved weight-related flexibility at post-intervention and follow-up. There were no significant between-group differences found for both measures. Taken together, evidence was found for ACT and ACT-EX in reducing weight and weight-related difficulties. With the evidence from this study, it is worthwhile to integrate ACT with structured exercise to achieve the goal of a weight management programme that would likely sustain psychological flexibility in terms of weight.

**Keywords:** Acceptance and Commitment Therapy; Overweight and Obesity; Weight-related difficulties; Structured Exercise; Young Adults

SS06\_PP

#### Personality, Coping Strategies and Job Stress

Abbey Tan, Adriana Ortega

Department of Psychology Jeffrey Cheah School of Medicine and Health Sciences Monash University Malaysia

\*Email: correspondence: abbey.tan@monash.edu

#### Abstract

Although extensive research has been carried out to study the personality-coping-stress link, there is limited research focusing specifically on job stress, and even fewer studies that explore the mediating effect of coping on personality and job stress. Investigating the personality facets could provide more detailed insight as to how the more nuanced characteristics of personality could possibly influence the choice of coping style and in turn, an individual's stress level. Therefore, the aim of this study was to explore the impact of personality on coping and job stress by looking into both personality dimensions and facets when examining the personality-copingjob stress associations. Data was collected using an online questionnaire measuring personality dimensions and facets, job stress, coping strategies and demographic strategies. A total of 350 Malaysians between 20-70 years, working full-time in white-collar occupations were recruited for this study. The results indicate that personality has a significant effect on job related stress and the choice of coping strategies. For example, Neuroticism predicted high job stress and the increased use of Seeking Emotional Support as a way of coping with stress. Extraversion predicted the use of Substance Use, Humour, Seeking Emotional Support and Problem Solving as coping strategies. Higher tendencies in Conscientiousness were associated with Seeking Emotional Support and Problem Solving as a source of coping. In terms of the personality facets, the results indicate that Problem Solving fully mediated the relationship between the Extraversion facet, Activity-Level, and job stress reaction. In conclusion, the findings of this study enable us to better understand the needs of the Malaysian working force and could be used to identify the relevant tools and resources required to address those needs; thus, contributing towards the positive wellbeing of employees and organizational healthiness.

Keywords: Coping, Job Stress, Personality, Wellbeing

# Information And Communication Technology (ICT) Adoption And Community: A Systematic Literature Review

Siti Nur Rohani Hasbie\*, Mohamad Ibrani Shahrimin Adam Assim, Shairilizwan Taasim & Faizul Nizar Anuar

Department of Science Social, Universiti Putra Malaysia Bintulu Sarawak Campus

\*Email: correspondence: GS63867@student.upm.edu.my

# Abstract

Information and communication technology (ICT) is one of the field of studies that is often discussed by almost all communities globally. ICT in community life and its role in providing conducive environment has been pertinently examined by researchers worldwide. This systematic literature review (SLR) reviews the community aspects of ICT adoption. The review processes included five key methodological steps, namely guided by protocol review, formulating the research questions, systematic advance searching strategies based on identification, screening and eligibility adopted from PRISMA, and several databases which included Science Direct and Scopus, followed by quality appraisal and data extraction from the journal articles and lastly, the analyses. Thematic analysis were conducted and five main themes were discovered: (1) technology assisted; (2) livelihood diversity; (3) innovation; (4) government and organization support and policies and (5) social related.

**Keywords:** systematic literature review, PRISMA, information and communication technology, ICT adoption, worldwide community

#### Exploring the Usage of #KerajaanGagal on Social Media among Twitter Users

Nurul Ayuni Mohd Nuzulrudin, Ireena Nasiha Ibnu\*

Centre of Postgraduate Studies, Universiti Teknologi MARA, Malaysia

\*Email: correspondence: ireena@uitm.edu.my

#### Abstract

Social media has become the preferred political communication tool whereby it has been used to influence public political perception and act as a platform for political discourse. Political situations in Malaysia created conversations as people express their opinion on the ruling government through trending hashtags such as #KerajaanGagal during the Covid-19 pandemic. The main issue of this study is the role of political hashtag #KerajaanGagal in affecting public perception on the government and how public debate on social media is influenced by the political conflict in Malaysia. The study aims to examine how the usage of #KerajaanGagal on social media influences the public perception and opinion towards Tan Sri Muhyiddin's government. Qualitative research methodology was adopted in this study by conducting in-depth interviews with ten respondents among Twitter users who are opinion leaders, activists, social media and political analysts, between millennial age groups. Results found that the usage of #KerajaanGagal was due to public dissatisfaction and frustrations during the Covid-19 pandemic and Movement Control Order (MCO), and social media is the best option to express their opinion towards the government. Social media has transformed the political scene as it enables the public to practice freedom of speech and finding like-minded people. The findings also argue that even though Tan Sri Muhyiddin's government received a negative reputation through #KerajaanGagal, his coalition Perikatan Nasional still managed to gain a positive reputation among suburban and rural supporters in the recent General Election 15.

Keywords: Political hashtags; Social media; Kerajaan Gagal; Political Communication

#### Community Wellbeing in Cities through the Sustainable Affordable Housing

Nor Suzylah Sohaimi<sup>1,2</sup> and Rosfaraliza Azura Ramli<sup>3</sup>

<sup>1</sup>Institute Research for Indonesia, Thailand, and Singapore, Universiti Utara Malaysia <sup>2,3</sup>School of Government, Universiti Utara Malaysia

\*Email: correspondence: suzysuhaimi@uum.edu.my

#### Abstract

The main goal is to elicit more discussion about what we call "being well together" and to increase attention to it. A multifaceted source of occupants' mental health and welfare, housing serves as more than just a physical refuge. The affordability of the house, the type of housing, the housing's public space and the housing itself all have a direct impact on the mental health and wellbeing of the residents. The 2030 Agenda for Sustainable Development includes housing as a key element, and housing is a crucial feature in reaching several of the Sustainable Development Goals, or SDGs. Affordable housing has a positive impact on one's health, education, and employment prospects. This article's goal was to investigate community wellbeing and elucidate the linkage between housing and wellbeing. All required information has been gathered via secondary data from books and journals.

**Keywords:** Sustainable Affordable Housing; Sustainable Development Goals; Housing Affordability; Wellbeing; Cities

# Level Of Participation Of Volunteers In Volunteering Activities In Jerantut District, Pahang

Zayti Nurallya Binti Kamizi\* and Dr. Yasmin Binti Yaccob

Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus.

\*Email: correspondence: zaytiallya@gmail.com

#### Abstract

Volunteers are the sole front-line who are willing to contribute to community services with their own sacrifices and without coercion towards a good deed. They also do not expect any returns or rewards in whatever form. Volunteers can easily be found in every corner of Malaysia. This study aimed to i) describe the demographics of volunteers in Jerantut District, Pahang. (Gender, type of job, level of education, and age); and ii) identify the level of involvement of volunteers in volunteering activities according to (age, gender, type of job, and level of education) in Jerantut District, Pahang. This quantitative study uses a set of questionnaires as an instrument and has been conducted to the volunteers in Jerantut, Pahang. The overall analysis of the level of involvement of volunteers in volunteering activities shows that age has a significant relationship where the younger the age of the volunteer, the higher the level of involvement in volunteering activities organized in the volunteering activities carried out with a value (r= -0.334, p≤0.001). In conclusion, this study shows that altruism's value factor has encouraged volunteers' involvement in volunteering activities and their participation. Therefore, the results of this study can contribute to helping those responsible to plan a strategy to attract more potential volunteers that will help facilitate the process of delivering humanitarian aid to the needy.

Keywords: volunteer, involvement of volunteers, volunteering activities, age



# Exploring Safe Behavioural Potentials of Local Oil & Gas Construction Workers: From the Perspectives of Human Failure Types

Hon-Kuan Lai<sup>1\*</sup>, Nor Mariah Adam<sup>2</sup>, Mohamad Ibrani Shahrimin Adam Assim<sup>1</sup>, Nurul Hidayu Mat Jusoh<sup>1</sup> and Omar Faruqi Marzuki<sup>2</sup>

<sup>1</sup>Department of Social Science and Management Faculty of Humanities, Management and Science Universiti Putra Malaysia Bintulu Campus <sup>2</sup>Department of Science and Technology Faculty of Humanities, Management and Science Universiti Putra Malaysia Bintulu Campus

\*Email: correspondence: laihk71@gmail.com

#### Abstract

A large body of research shows that human failures, the tendencies of which are expressed as safe behavioral potential in this study, are the main culprit of industrial accidents in oil and gas sectors, the antecedents of which might be the combinations or interactions of demographic and psychometric attributes of workers, and organizational safety culture. The purpose of study is to explore workers' profile of safe behavioural potentials, and its corresponding remedies, from the perspective of human failure types that could be classified into human errors (unintentional actions) and violations (intentional actions). Human errors can be further categorized into slips, lapses, rule-based mistakes, knowledge-based mistakes; while violations consist of exceptional violations, situational violations, optimizing violations, and routine violations. Broadly speaking, local oil and gas construction industry is dominated by male workers. Result of demographic indicates most workers are aged above 25 year old with presumably adequate safety knowledge and experience, probably that is the reason why majority of the workers showed the propensity to behave safely at work by agreeing to statements advocating committing fewer human failures. However, result also revealed of human failures simply could not be ignored because 5.0% -34.2% respondents revealed their tendencies towards committing violations, and 6.5% - 13.1% of them indicated their proneness to human errors. Therefore, interventions to curb human failures are still of utmost importance. This study contributes to theoretical domains and practical applications in two ways, firstly, this study lays the foundation for future studies to explore distal and proximal determinants of a human failure with significant accident risks, skill and knowledge required to perform such behavior, its environmental constraints, and their relative importance in forming that failure. Secondly, it may also inspire the development of predictive and prescriptive tools for accident preventions, taking advantage of rapid advancement in Artificial Intelligence and Big Data technologies.

Keywords: safe behavioural potentials, local oil & gas construction, human failure types

# Evaluating Measurements of Workers' Demographic and Psychometric Profile : A Prelude to Sustainable Development of Behavioural Safety in Sarawak's Oil & Gas Construction Industry

Hon-Kuan Lai<sup>1\*</sup>, Nor Mariah Adam<sup>2</sup>, Mohamad Ibrani Shahrimin Adam Assim<sup>1</sup>, Nurul Hidayu Mat Jusoh<sup>1</sup> and Omar Faruqi Marzuki<sup>2</sup>

<sup>1</sup>Department of Social Science and Management Faculty of Humanities, Management and Science Universiti Putra Malaysia Bintulu Campus <sup>2</sup>Department of Science and Technology Faculty of Humanities, Management and Science Universiti Putra Malaysia Bintulu Campus

\*Email: correspondence: laihk71@gmail.com

#### Abstract

Significant accidents in Sarawak's oil and gas construction sites often involving fatality, presumably behavioural related, attract substantial unwarranted attentions from the press. Therefore, it is imperative to develop a measuring instrument to identify and gauge workers' demographic and psychometric attributes that may significantly influent workers' safe behaviour potentials to reduce the risk of occupational accident hazards in a sustainable manner. Thus, this paper evaluates constructs' validity and reliability, and statements' communality of this new instrument to confirms its objectivity and clarity in measuring constructs as intended. A 5-point Likert-type scaled instrument consists of 93 initial statements was created and utilized to evaluate 51 oil and gas construction workers, randomly selected from local-based oil and gas construction service providers. Demographic results indicate most respondents have more than 5 years' work experience, with a high a level of experiences in occupational accidents, and almost all respondents possessed some kinds of knowledge and experience in accident prevention to different extents. The analysis also found that most demographic and psychometrics statements of initial research framework yielded a high reliability (Cronbach's Alpha > 0.7). High validity (KMO <0.5, p = 0.000) in all constructs of personal attributes, perception of safety climate, and safe behaviour potentials are observed. Eventually, a total of 20 statements had been removed, while retaining 73 items mainly due to their high communality (Communality > 0.6) except items BPV3 and LSM5 with valid dispensations. High communality value indicates that the extracted constructs represent the variables well. Through confirming the validity and reliability of initial research framework, and removal of statements with lower communality, a statistically valid and reliable multi-lingual questionnaires is therefore synthesized for subsequent research.

**Keywords:** Oil and gas construction workers, sustainable development, demographic and psychometric profile, evaluating measurements.

SS14\_PP

# Kajian kes penerokaan makna simbol implisit dan amalan ritual masyarakat asal daerah Sematan, Lundu, Sarawak

Dyg Hadzlina Quintan Haji Abg Shokeran\*, Hazizy Hanis, Mohamad Ibrani Shahrimin Adam Assim, Abang Lukmanurhakim Haji Abg Shokeran

Jabatan Sains Sosial dan Pengurusan, Fakulti Kemanusiaan, Pengurusan dan Sains UPM Kampus Bintulu

\*Email: correspondence: princess\_hazel83@yahoo.com

#### Abstrak

Amalan ritual merupakan satu kegiatan yang masih diamalkan oleh kebanyakan masyarakat pada masa kini. Kebiasaannya amalan ritual ini diwarisi secara turun temurun. Masyarakat Salako merupakan salah satu masyarakat asal daerah Sematan, Lundu, Sarawak yang masih mengekalkan budaya yang diwarisi secara turun temurun dan mereka sangat berpegang teguh bahawa sekiranya adat tersebut tidak diamalkan akan mendatangkan kemudaratan kepada diri, keluarga dan masyarakat. Di dalam setiap amalan ritual ini, terdapat pelbagai simbol yang digunakan sama ada simbol verbal atau simbol nonverbal. Penelitian ini akan membincangkan menggunakan kaedah kajian kes penerokaan implisit tentang amalan ritual padi masyarakat Salako di daerah Sematan, Lundu Sarawak. Walaupun masyarakat Salako telah ramai menganut agama Islam dan Kristian, namun mereka tetap mengamalkan adat ini dan upacara dijalankan secara bergotong royong tanpa mengira agama yang dianuti. Interprestasi makna simbol implisit yang terdapat di dalam ritual padi pula mempunyai maksud tersirat (implisit) dan hanya difahami oleh pengamalnya sahaja bagi memastikan ritual yang dilaksanakan dapat memberikan kesejahteraan kepada masyarakatnya. Fokus utama penerokaan kajian kes ini adalah untuk mengenal pasti makna simbol yang terdapat di dalam ritual padi masyarakat Salako. Bagi mencapai fokus tersebut terdapat beberapa siri kerja lapangan akan dikendalikan di lokasi kajian. Kaedah kajian yang digunakan kajian kes Yin (1991) yang merangkumi tatacara pengumpulan data kualitatif seperti temu bual secara individu dan kumpulan, pemerhatian secara langsung, fotografi dan rakaman video yang telah digunakan dalam kerja lapangan. Hasilnya, penyelidikan ini dijangka akan mengenal pasti, mengklasifikasikan dan menganalisis makna simbol secara implisit dalam ritual padi masyarakat Salako, Sarawak yang belum pernah dikaji oleh mana-mana pengkaji sebelum ini. Teori-teori dan interpretasi baharu terhadap simbol-simbol dalam ritual padi turut akan ditemui melalui analisis yang bakal dilakukan dalam penyelidikan ini.

**Kata kunci:** Kajian kes, ritual, makna simbol implisit, Masyarakat Salako, Sematan, Lundu, Sarawak

#### Pengurusan Pemimpin Adat Dalam Melestarikan Budaya Masyarakat Salako

Hazizy Bin Hanis<sup>\*</sup>, Dyg Hadzlina Quintan Binti Haji Abg Shokeran, Mohamad Ibrani Shahrimin Bin Adam Assim, Abang Lukmanurhakim Bin Haji Abg Shokeran

Jabatan Sains Sosial dan Pengurusan, Fakulti Kemanusiaan, Pengurusan dan Sains UPM Kampus Bintulu

\*Email: correspondence: hazizyhanis@yahoo.com.sg

#### Abstrak

Budaya adalah sesuatu yang bersifat berubah-ubah terutama sekali dalam arus pemodenan kini. Hal ini turut melibatkan budaya masyarakat Salako yang mendiami majoritinya mendiami di kawasan pendalaman Sarawak. Tambahan lagi budaya Salako dan sistem kepercayaan mereka diperturunkan dari generasi ke generasi tanpa sumber bertulis (anan' baketab) memungkinkan perubahan budaya berlaku dengan lebih drastik. Justeru itu, pemimpin adat berperanan sebagai individu yang bertanggungjawab dalam memastikan kelestarian budaya dalam masyarakat Salako. Usaha mengetengahkan makalah ini adalah sebagai satu bentuk warisan dan sumber rujukan budaya masyarakat Salako. Fokus penyelidikan adalah meneliti peranan pemimpin adat Salako dan pengurusan pra acara, semasa acara dan pasca acara Narankg Kampongk masyarakat Salako sebagai satu proses pelestarian budaya. Pendekatan etnografi digunakan untuk mengumpul data dengan menggunakan kaedah pemerhatian di lapangan serta temu bual mendalam bersama Binua dan Tuha Adat, iaitu orang yang terlibat secara langsung dengan pengurusan acara Narankg Kampongk masyarakat Salako. Manakala lokasi kajian adalah di perkampungan Salako di sekitar Sematan Lundu, Sarawak. Hasil kajian mendapati pemimpin adat masyarakat Salako mengamalkan beberapa elemen dalam pengurusan acara budaya dan ritual mereka antaranya ialah perancangan, pengorganisasian, kepimpinan, pendidikan, penyelarasan dan pengawalan.

Kata kunci: Pengurusan, Pemimpin, Adat, Budaya, Salako

# The Enforcement Strategy In The Sabah Maju Jaya (SMJ) Policy Towards Achieving Sustainable Growth For Sabahans

Mohamad Ikhram Mohamad Ridzuan<sup>1\*</sup>, Siti Nur Aafifah Hashim<sup>2</sup> and Marja Azlima Omar<sup>1</sup>

<sup>1</sup>International Relations Programme, Faculty of Social Sciences & Humanities, Universiti Malaysia Sabah

<sup>2</sup>Department of General Studies, Faculty of Social Sciences and Liberal Arts, UCSI Universiti, Cheras

\*Email: correspondence: ikhram@ums.edu.my

# Abstract

World economic growth, which is increasingly declining due to the impact of the COVID-19 controversy, has caused the Sabah State Government to launch the Sabah Maju Jaya (SMJ) Policy Development Plan on 29 March 2021 as one of the efforts to deal with this issue. Among the sectors given focus in the SMJ Plan are the development of human capital, economy and social well-being in Sabah. This is because, through the development of human capital, the economy and the sustainability of the people's well-being, it is believed to be able to produce people who are creative, critical and competitive for the needs of the present and the future immediately guaranteeing the sustainability of the vell-being of the people in the state of Sabah to achieve the direction set in the SMJ Plan. The results of descriptive analysis and interviews with three informants found that there are three factors that affect the well-being of the people of Sabah, namely the issue of human capital, the income gap and the lack of facilities and infrastructure in the state. Therefore, to ensure that the SMJ Plan can achieve the direction set, this study suggests that the focus for development in the state of Sabah needs to be implemented holistically, including urban and rural areas.

Keywords: Sabah people's well-being, human capital, SMJ Plan, Sabah's economic synergy.

#### Industrial Fire Brigade Emergency Response Time Parameters for Oil & Gas Facility

Zamal Bujang\* , Mohamad Ibrani Shahrimin Adam Assim, Nor Mariah Adam, Omar Faruqi Marzuki and Shafinah Kamarudin

> Department of Social Science and Management Faculty of Humanities, Management and Science Universiti Putra Malaysia Bintulu Campus 97008 Bintulu, Sarawak

> \*Email correspondence: zamalbujang@gmail.com

#### Abstract

Emergency response operations are essential activities in the oil and gas facility. As an incident in an oil and gas facility area can have a considerable economic and social impact, a response to such an incident must be provided in a very short time. Industrial fire brigades are specially trained firefighters who protect the thousands of oil and gas facilities, including of manufacturing facilities, petrochemical plants and refineries across the world. Industrial firefighting poses unique challenges that are unlike municipal response. The site-specific hazards, access areas, equipment, business priorities and personnel all need to be taken into consideration when an industrial fire alarm occurs. With proper training industrial fire brigades can guietly and efficiently handle industrial incidents without any effect on the surrounding community. An essential part of every plant emergency organization should be the industrial fire brigade. In relation to the emergency management process, the estimation of response time plays a very crucial role. Response time is the time required by the emergency services, particularly for the industrial fire brigade, to reach the incident point after getting incident information. This case study considered configuration emergency response time parameters for an industrial fire brigade at an oil and gas facility. Therefore, to predict the response time, consideration must be given to the characteristics of emergency response parameters, their effectiveness, and their efficiency. This study aims to identify parameters considered to reduce response time for crisis management through a literature review. Having this process will enable the company to improve emergency preparedness and response management. The decisions for such industrial fire brigade should consider the available emergency resources and other factors such as emergency responders' competency, drill and exercise, fire protection and fire detection system, and the characteristics of surrounding affected oil and gas facilities. The results obtained from the analysis show that recommendations of identified parameters plays an important role in the successful implementation of emergency response.

Keywords: emergency response time, industrial fire brigade, emergency responders.

#### Perceptions of Smartphone Use in Information Search by Rural Communities in Sarawak

Larissia Sandun, Ribka Alan\* & Nurul Hidayu Mat Jusoh

Department of Social Science and Management Faculty of Humanities, Management and Science, Universiti Putra Malaysia, Bintulu, Sarawak, Malaysia,

\*Email correspondence: ribka@upm.edu.my

#### Abstract

People living in the interior or rural areas are synonymous with poor living. Although there is development being done for this area, it is still unable to attract the people of this area from the valley of scarcity. The government has taken steps to bridge the digital divide in Malaysia but the rural community is still facing low-speed internet network problems and the local community with low education levels will face limited digital literacy experience and far from technology. This study aims to evaluate the perceived usefulness and perceived ease to use of smartphones in the search for information and their relationship to the actual use of smartphones in the search for information by rural communities. This study uses quantitative methods using questionnaire to obtain the data. The survey respondents involved 254 people from the Lubok Antu Sarawak district. The results show that there is a significant relationship between the perceived usefulness and the perceived easy-to-use of smartphones in the search for information with the actual use of smartphones in the search for information with the actual use of smartphones in the search for information with the actual use of smartphones in the search for information by the rural community. It is hoped that this study will help the government understand the digital divide that exists between urban and rural areas. At the same time, this study proposes that more training on smartphone use be provided to the community and authorities on the rise of internet networks in the study area.

#### Hubungan Falsafah Sejahtera dengan Maqasid Syariah

Ratna Roshida Ab Razak, Nur Ayuni Mohd Isa dan Muhammad Hafeez Zakaria

Jabatan Kenegaraan dan Ketamadunan Fakulti Ekologi Manusia 43400 UPM Serdang, Selangor

#### Abstrak

Sejahtera sebagai satu konsep hidup orang Melayu yang berasaskan kearifan tempatan, perlu terus diperkasakan agar menjadi panduan demi menjamin kebahagian hidup yang sebenar. Makalah ini bertujuan untuk menerokai falsafah sejahtera yang merupakan konsep hidup orang Melayu yang terhasil dari kebijaksanaan yang dimiliki berlandasakan pandangan semesta agama Islam, dan bagaimana ia mempunyai hubungan yang sangat rapat dengan Magasid Syariyyah. Usaha ini penting untuk menjadikan falsafah sejahtera dapat diaplikasi dalam pelbagai aspek kehidupan rakyat Malaysia seperti dalam bidang pendidikan sebagaimana yang digariskan dalam Falsafah Pendidikan Kebangsaan. Falsafah Sejahtera boleh dianggap sebagai kesihatan jiwa yang terhasil daripada keseimbangan yang berasaskan kepada tiga komponen utama kejadian manusia. Ketiga komponen ini juga merupakan unsur dalam 5 tujuan atau objektif pensyariatan yang ada dalam Islam, iaitu menjaga agama, agal, nyawa, keturunan dan harta. Sejahtera dalam konteks ini merupakan penerapan nilai masyarakat Malaysia yang dipandang sebagai tindakan menjadi manusia, yang sayang kepada diri sendiri, Tuhan, orang lain dan juga alam. Kajian ini menggunakan pendekatan analisis kandungan melibatkan data-data sekunder dari kajian kepustakaan yang dijalankan. Data-data kualitatif yang dikumpul dianalisis secara deskriptif. Hasil kajian mendapati bahawa falsafah sejahtera merupakan falsafah hidup yang mempunyai hubungan yang rapat dengan tujuan syariat atau undang-undang (Maqasid Syariyyah) yang ada dalam Islam melalui penekanan kepada keseimbangan dalam semua aspek kehidupan.

Kata Kunci: Falsafah Sejahtera, Maqasid Syariyyah, Spirtual, Intelektual, Fizikal

# Relationship Between Depression, Anxiety, Stress, and Mental Health Fatigue Among Staff In A Healthcare Facility In Matu and Daro, Sarawak

Abdul Khalid Mahdi\*, Yasmin Yaccob, Mohamad Ibrani Shahrimin Adam Assim, Faizul Nizar Anuar

Department of Science Social Universiti Putra Malaysia Bintulu Sarawak Campus

\*Email address: abdulkhalidmahdi@gmail.com

#### Abstract

This paper examines the relationship between factors of depression, anxiety, stress, and mental health fatigue among healthcare staff at the health facility in Matu and Daro, Sarawak. This survey involved 145 respondents from five different healthcare facilities. The 21st-item scale of Depression, Anxiety, and Stress (DASS-21) was used to determine the level of depression, anxiety, and stress among the involved respondents. The Maslach Fatigue Inventory was used to measure the fatigue level of every respondent involved in this research. This study applied a descriptive method to show the level of depression, anxiety, stress, and fatigue of the respondents. Levels, prevalence, and significant relationships between the constructs were examined and discussed in relation to the respondents' mental health. Statistical inferences were induced to gauge the prevalence of mental health based on depression, anxiety, stress, and fatigue according to demographic characteristics. Pearson correlation was used to determine a correlation between the aspects of mental health. The findings of this research have the potential to be a source of reference for various organizations in identifying the cause of mental health issues among healthcare facility staff. The current study recommends other healthcare organizations seek the best method in ensuring their staff's mental health is at the optimal levels throughout their profession. This research also identified staff that is at risk for mental health problems. Mental and psychological supports were also identified in ensuring their recovery and enhancing their quality of life as healthcare staff. The perspective of the general population towards the stigma regarding mental health sickness among the health profession was also discussed.

Keywords: Depression, Anxiety, Stress, Fatigue, Health facility

#### Head Movement: Analysis of Minimalist Programme

Burhan Murshidi Baharon<sup>1\*</sup>, Sharil Nizam Sha'ri<sup>1</sup> & Kartini Abd. Wahab<sup>2</sup>

<sup>1</sup>Department of Malay Language, Faculty of Modern Language and Communication, Universiti Putra Malaysia, 43400 Serdang, Selangor.

<sup>2</sup>Centre for Research in Language, Literature and Malay Culture, Faculty of Social Sciences and Humanities, The National University of Malaysia, 43600 Bangi, Selangor.

\*Email: correspondence: burhanmurshidi@gmail.com

#### Abstract

This paper examines issues related to strong features and weak features in head movement which involves a comparison between Modern Standard English (MSE) and Early Modern English (EME) which have experienced the process of language evolution. The difference can be seen in the movement of non-auxiliary verbs (nonauxiliary) limited (finite) that move to the INFL position in the two English grammars. Thus, the analysis of grammar in these two phases of the English language is analyzed according to the Minimalist Program approach in line with the latest development of Generative Transformation (TG) theory. Therefore, this paper aims to describe the process of head movement of nonauxiliary verbs that are limited (finite) to the INFL position in both phases of English grammar development in addition to solving the issues. The findings of the study or the results of the analysis show that in Early Modern English (EME) grammar, nonauxiliary verbs that are limited (finite) move to the INFL position due to the compatibility of strong features brought by the limited verbs (finite). This is proven again by using the power of metaphor proposed by Chomsky. Next, the analysis of findings also found that only verbs that represent the compatibility of strong features (strong features) that match can move to the INFL position, and vice versa for verbs that represent the compatibility of weak features (weak features) that are very weak to move to the INFL position. Among other issues highlighted in this article is also the subject-verb compatibility aspect which involves the relationship between INFL and specifier.

Keywords: head movement; Minimalist; strong features; weak features, finite

# Exploring Cultural Ecosystem Services in Urban Green Spaces: A Decade of Research Trends

Mohammad Izzamil Mohd Nasir\* and Asyirah Abdul Rahim

Geoinformatic Unit, School of Humanities, Universiti Sains Malaysia, 11800 Pulau Pinang

\*Email: correspondence: izzamilmn@gmail.com

#### Abstract

Urban green spaces are increasingly recognized as important cultural ecosystem services (CES) with a wide range of benefits for individuals and communities. Over the last decade, researchers worldwide have conducted important studies that are helping to shape our understanding of urban green space through a cultural ecosystem services lens. This paper uses a bibliometric approach to explore the research trends on cultural ecosystem services in urban green spaces. This paper reviewed 167 selected empirical papers extracted from the Scopus database covering the period from 2013 to 2022 and analyzed using VOS viewer software. The results show that: (1) the number of publications related to cultural ecosystem services in urban green spaces has increased year by year, and Urban Forestry and Urban Greening, Sustainability, and Landscape and Urban Planning are the top three journals with the numbers of research published; (2) the results of a keyword detection show that the urban planning, urban ecosystem, perception, biodiversity, green infrastructure, and other keywords were popular keywords used from 2013 to 2022; and (3) CESs have mainly attracted the attention of many developed countries. Therefore, this paper would help international researchers and scholars to understand the current trend of CESs research in the urban green space context. Furthermore, this bibliometric overview can guide future studies and help researchers select the topics of interest to conduct in-depth studies on urban green space and cultural ecosystem services.

**Keywords:** bibliometric analysis, cultural ecosystem services, developing countries, green space

# Malay Headdress: Typological Analysis Of The Era Of The Sultanate Of Perak Darul Ridzuan 1948-1984

Salina Abdul Manan<sup>1,2\*</sup>, Hamdzun Haron<sup>1</sup>, Zuliskandar Ramli<sup>1</sup> and Noor Hafiza Ismail<sup>3</sup>

<sup>1</sup>Institute of The Malay World and Civilization, Universiti Kebangsaan Malaysia, 4300 Bangi, Selangor Darul Ehsan.

<sup>2</sup>Design and Visual Communication Department, Politeknik Tuanku Syed Sirajuddin, 02600 Arau, Perlis Indera Kayangan.

<sup>3</sup> City Graduate School, City University Malaysia, U No, Menara City, 8, Jalan 51a/223, 46100 Petaling Jaya, Selangor Darul Ehsan.

\*Email: correspondence:salina.abdmanan@gmail.com

# Abstract

Tengkolok is an important element of ceremonial attire at certain occasions in the Malaysia palace. The wearing of a headdress is styled by the sultan, the sons of the king, Orang-Orang Besar Perak, bentara, and the hulubalang in the palace. Each tengkolok worn is according to the rank in the palace. Therefore, this study is to answer the question of how the tengkolok was designed by sultans Perak Darul Ridzuan. To unravel the question of this study, the focus of this study is on the tengkolok styled by His Royal Highness Sultan Yussuff Izzuddin Shah and His Royal Highness Sultan Idris Iskandar only. In this study, researchers used qualitative methods of a descriptive nature. The subject of the research was a portrait of Sultan Perak which styled the wearing of a headdress. The collection of data is carried out through interview methods, documentation, and subsequently, the data is analyzed. The results of the study found that these two sultans had styled various types of tengkolok shapes during the reign of the prophet sultan. There is also a form of tengkolok with the same name but different forms of makeup, as well as anonymous tengkolok because it cannot be identified by shape. The design of this headdress is an artistic heritage of the Sultanate of Perak which should be inherited.

Keywords: Design, tengkolok, sultan, Perak

# The Relationship Between Transformational Leadership and Safety Citizenship Behaviour in Manufacturing Industry

Mohamad Radhi Amonodin, Nur Syafiqah A.Rahim\* & Shah Rollah Abdul Wahab

School of Human Resource Development & Psychology, Faculty of Social Sciences & Humanities, Universiti Teknologi Malaysia, 81310 UTM Skudai, Johor

\*Email: correspondence: <u>nursyafiqaharahim@utm.my</u>

# Abstract

Employee in the manufacturing sector in Malaysia suffers high rates of industrial accident, as reflected in eight times more fatal accidents and 50 % of injuries more likely to occur. The manufacturing industry is among the significant contributors towards Malaysia's growth domestic product (GDP) and ensuring high levels of safety in the industry remains a significant issue. This study explored the relationship between transformational leadership and safety climate towards safety citizenship behaviour in the manufacturing sector. A comprehensive review of the safety literature enabled the invention of the variables that supported a conceptual transformational leadership framework. A conceptual framework was adopted based on the integration of Social Exchange Theory. The framework will be tested empirically using data collected from manufacturing companies in Malaysia. This conceptual framework is one of the alternatives to effectively evaluate safety performance in the manufacturing sector, particularly in the Malaysian context.

Keywords: transformational leadership, safety citizenship behaviour, manufacturing.

# Implikasi Pencerobohan Bot Nelayan Asing Terhadap Kelansungan Hidup Komuniti Nelayan Tempatan: Satu Tinjauan Literatur

Astri M. Fadzli\*, Gusni Saat, Syahruddin Hj Awang

Fakulti Sains Sosial dan Kemanusiaan, Universiti Malaysia Sabah

\*Email: correspondence: mfadzliastri@gmail.com

#### Abstrak

Aktiviti perikanan haram, yang tidak dilaporkan dan tidak diatur dengan sistem pengurusan yang baik telah memberi kesan lansung kepada komuniti nelayan tempatan tradisional. Pelaku aktiviti perikanan haram daripada negara asing bertindak mencerobohi kawasan perikanan sesebuah negara, rentetan isu ini memberi impak kepada kemampanan stok perikanan, ia sekaligus memberi kesan signifikan kepada komuniti nelayan tradisional, Nelayan tempatan harus bersaing sumber dengan nelayan asing komersial yang mencaras sumber laut tempatan. Akibatnya, tangkapan nelayan tempatan berkurangan dan secara lansung menyukarkan mereka meneruskan kelansungan hidup untuk jangka masa yang panjang. Sebagai contoh, kes di Afrika barat yang diperkirakan sehingga 7 juta orang bergantung kepada hasil penangkapan ikan sebagai pendapatan utama. Tetapi, kedatangan bot perikanan secara haram daripada Rusia dan China telah mengundang kesukaran para komuniti nelayan tersebut untuk bergantung kepada hasil perikanan semata-mata. Implikasinya, mereka mengubah strategi hidup dengan menjalankan aktiviti rompakan kepada bot-bot tersebut sebagai cara memperoleh pendapatan. Makalah ini juga memperlihatkan kesan daripada sudut keselamatan. Sebagai contoh, pencerobohan juga memberi kesan tidak langsung kepada krisis kesihatan di Somalia. Negara ini bergantung sepenuhnya kepada laut untuk mendapatkan sumber protein. Akibat ekploitasi perikanan, majoriti mereka kekurangan zat makanan. Selain itu, Nelayan asing menggunakan kapal domestik yang mempunyai saiz 2 kali ganda lebih besar menangkap ikan memberi cabaran kepada nelayan tradisional. Oleh itu, Dalam menghasilkan makalah ini, satu tinjauan literatur sistematik telah dibuat berdasarkan data sekunder iaitu mengkhusus kepada persoalan apakah implikasi pencerobohan nelayan asing terhadap kelansungan hidup komuniti nelayan tradisional tempatan? Kajian ini merangkumkan impak pencerobohan tersebut kepada komuniti tradisional nelayan tempatan.

**Kata kunci:** nelayan tempatan tradisional, pencerobohan nelayan asing, perikanan haram, kelansungan hidup.

# Impact of Listening to Music on Cognitive Performance Among Undergraduates in Universiti Putra Malaysia

Faisal Haziq Mohammad Razli, Roxana Dev Omar Dev\*

<sup>1</sup>Faculty of Educational Studies, Universiti Putra Malaysia, 43400 Serdang, Selangor

\*Email: correspondence: rdod@upm.edu.my

#### Abstract

Music makes life better in so many ways. It elevates mood, reduces stress and eases pain. The fact that music can make a difficult task more tolerable may be why students often choose to listen to it while doing their homework or studying for exams. The studies that support this technique have shown that background music promotes cognitive performance while other studies have shown differently. Hence, this study focuses on the impact of different genres of music on the cognitive abilities of university students completing academic tasks. Thirty undergraduate students (fifteen females, fifteen males), ranging in age from 20 to 23 years from Universiti Putra Malaysia participated in this study. Participants were selected from one of the dormitory and received extra credit for their participation as agreed on by the college administration. This study used a combination of arithmetic tests, spatial diagrams, and story comprehension to measure cognitive performance. The online tests consisted of 30 different problems. The order of the problems was randomized throughout the tests. The participants were divided to three groups that listened to loud music, soft music and no music (control). The groups were assigned to listen to their respective music or no music while working on the 30 problems. This study was conducted in a cross sectional design; therefore, Kruskal Wallis test was used for analysis as the data was not normal. Mann Whitney test was further analyzed to determine the groups that was significantly different. There was significant differences seen between the groups. It is important to note that the overall performance was significantly lower in the loud music. Based on these results, the presence of lyrics and the consistent use of louder instruments, such as drums, bass and, electric guitar to the heavy metal loud music can be seen as reasons for its distracting effects.

Keywords: listening to music, cognitive performance, university student

# Religiosity and Spiritual Intelligence on Littering Attitude Among Undergraduates in Universiti Putra Malaysia

Adib Hakimi Mohd, Roxana Dev Omar Dev\*

Faculty of Educational Studies, Universiti Putra Malaysia, 43400 Serdang, Selangor

\*Email: correspondence: rdod@upm.edu.my

#### Abstract

Littering attitude is a serious problem in Malaysia. It is an attitude that mirrors one values and civil attitude. Religiosity and spiritual intelligence are very important aspects in determining the qualities that include behaviour and attitudes in life. The aim of this study was to determine the relationship between religiosity and spiritual intelligence on littering attitude among students of Kolej Tun Dr. Ismail and Sultan Alaeddin Suleiman Shah College at Universiti Putra Malaysia. Proportional stratified random sampling technique was used to recruit 150 respondents comprising male and female in filling an online Google Form for data collection. Level of religiosity was measured using Santa Clara Strength of Religious Faith Questionnaire (SCSRFQ) by Plante (1997) while for spiritual intelligence levels, The Spiritual Intelligence Self Report Inventory (SISRI-24) from King (2008) was used. Littering attitude levels was measured using the Littering Attitude Scale (LAS) by Oluyinka Ojedokun (2015). The findings showed that there was a positive and significant relationship between religiosity and spiritual intelligence on littering attitude among the respondents. These findings have a positive outlook in its implications and can be used to instil the importance of religiosity and spiritual intelligence towards littering.

Keywords: religiosity, spiritual intelligence, littering attitude, undergraduates

# Levels of Engagement and Social Skill Among Teacher Trainees During Online Synchronous Cooperative Learning Session Via Google Meet

Nur Farhana Mustahidin<sup>1</sup>, Noor Dayana Abd Halim<sup>2\*</sup> Mahani Mokhtar<sup>2</sup>, Nurul Nadwa Zulkifli<sup>3</sup>

<sup>1</sup> Department of Polytechnic Education and Community Colleges, Ministry of Higher Education
<sup>2</sup> Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia, Skudai
<sup>3</sup> Faculty of Humanities, Management and Science, Universiti Putra Malaysia (Bintulu Campus)

\*Email: correspondence: noordayana@utm.my

# Abstract

The aim of the study was to design online synchronous cooperative learning via Google Meet to examine the level of engagement and social skill among teacher trainees at an Institute of Teacher Education (IPG) in the Southern Region of Peninsular Malaysia. A total of twenty (20) respondents were selected from a class of first year teacher trainees who had accessed to the internet and own personal gadgets. The research applied One-Group Post-Test and data were gathered through questionnaires and further analysed by using SPSS (Statistical Package for Social Science) software. Descriptive data analysis was used to obtain the values of frequency, percentage and mean. The findings of the study showed an overall mean value of 2.56 for the level of engagement and an overall mean value of 2.62 for the level of social skill respectively during online synchronous cooperative learning via Google Meet among teacher trainees. Therefore, the data indicated that the levels of engagement and social skill among teacher trainees during the online synchronous cooperative learning environment were high. The finding shows that the design of online synchronous cooperative learning via Google Meet in the teaching and learning of an education foundation subject is effective in increasing the levels of engagement and social skill among teacher trainees.

Keywords: Online Synchronous; Cooperative Learning; Google Meet; Engagement; Social Skill

# The perceptions and challenges of Mathematics learning among the B40 students and parents during PdPR at SMK Bakong, Miri

Lin Cherida Anak Lampas<sup>1</sup>, Sharon Yong Yee, Ong<sup>2\*</sup>, Wong Tze Jin<sup>1,3</sup>, Koo Lee Feng<sup>1</sup>, Nursyazwani Mohd Fuzi <sup>3</sup>, Nurul Fadly Habidin<sup>4</sup>

<sup>1</sup>Department of Science and Technology, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus

<sup>2</sup>Department of Social Sciences and Management, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus

<sup>3</sup>Institute for Mathematical Research (INSPEM),Universiti Putra Malaysia Serdang, 43400 Serdang, Selangor

<sup>4</sup>Department of Accounting and Finance, Faculty of Management, Universiti Teknologi Malaysia, Skudai, Malaysia

<sup>5</sup>Department of Business management and Entrepreneurship, Faculty of Management and Economics, Universiti Pendidikan Sultan Idris

\*Email: correspondence: sharon.ong@upm.edu.my

# Abstract

The internet usage in Malaysia has increased tremendously, prompting people to turn to the internet for their education, particularly during the COVID-19 pandemic, where virtual learning has become the default learning mode due to school closures. However, not all students have access to the internet at home, especially those from the B40 (Bottom 40) and rural areas of Sarawak, Malaysia. Therefore, this paper proposes to analyse the perceptions and challenges of mathematics learning during PdPR at SMK Bakong. The Technology Acceptance Model (TAM) is used in this study to explain the conceptual framework and the stakeholders' willingness to accept mathematical learning using ICT and its components. The conceptual framework will be further tested using statistical analysis and data collection via questionnaire. The findings will provide policymakers and practitioners with a better understanding of B40 students' and parents' perceptions, usage patterns, and impact of internet access, as well as identification of strengths, weaknesses, and potential improvements in mathematical learning to better assist policymakers and practitioners in facilitating the transition to mathematical learning during PdPR.

**Keywords:** Perceptions; challenges; Mathematics learning; B40 students; B40 parents; Sarawak

# A Study on Dynamic Communication and Consumer Awareness of Cyber Fraud

Karmilah Abdullah<sup>1</sup>, Ribka Alan<sup>1</sup>, Yasmin Yaccob<sup>1</sup>, Fatin Hana<sup>2</sup>, Ismawati Sharkawi<sup>1</sup>, Malisah Latip<sup>1</sup>, Juniza Md Saad<sup>2</sup>, Koo Lee Feng<sup>2</sup> & Joyce Morris<sup>1</sup>

 <sup>1</sup>Department of Social Sciences and Management, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus
<sup>2</sup>Department of Science and Technology, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus

\*Email: correspondence: karmilah.abdullah@upm.edu.my

# Abstract

Online purchasing encourages customers to do online transactions opened opportunities for criminals and fraudsters to victimize and abuse customers in their digital, social and physical worlds. This emphasises the need for dynamic communication and knowledge sharing to empower customers in identifying various tactics of cyber fraud. This research aims to identify the dynamic communication that is effective to raise consumer awareness of cyber fraud. This study was conducted using a quantitative approach through a survey of 175 respondents. Respondents involved in the study were selected using the convenience sampling method. Main findings suggest, the importance to proactively educate customers on how to protect themselves before they fall, victim, the importance of visibility on security measure and shared responsibility process. This study also suggest proactive campaigns is one of the most effective ways to raise awareness of cyber fraud among consumer.

Keywords: Communication, Awareness, Cyber fraud, Consumer

#### The Construction Process Of Meme Meaning Among Islamic Youth In Malaysia

Faizul Nizar Anuar<sup>1</sup> & Sarina Yusuf<sup>2\*</sup>

<sup>1</sup>Universiti Putra Malaysia Bintulu Sarawak Campus <sup>2</sup>Universiti Pendidikan Sultan Idris (UPSI)

\*Email: correspondence: nizar.anuar@upm.edu.my

#### Abstract

Following the progress of technology that is growing today, it can be suggested that the process of delivering information has rapidly developed. Some messages are creatively produced in various forms including words, pictures or videos. This situation further creates certain meanings in the recipient's thoughts. Hence, this study attempted to explore the process of constructing the meaning of memes among Muslim youth in Malaysia by referring to 30 memes. A total of 15 memes were obtained from Si Rashid's Facebook account and another 15 memes were obtained from the Gags Malaysia account. The meme sample was chosen as it recorded the highest number of likes in the period from 1 May 2018 to 30 July 2018. The qualitative method was applied by interviewing a total of 29 informants through focus group discussion (FGD). The results of this study found several processes involved in the construction of meaning that has taken place, including checking the validity and credibility of the information obtained. In addition, it was found that recipients will also relate to the memes they watched with their personal experiences, religious teachings and the culture they practice. In addition, the findings of this study also discovered that the recipient will try to reflect on the memes they watched based on current issues that are happening or have happened.

Keywords: media technology; construction of Meaning; memes; youth; & Islam.

#### Framing the Popular Heritage in Malaysia: An Analysis of Online Newspaper

Karmilah Abdullah<sup>1</sup> & Tan Poh Ling<sup>2</sup>

<sup>1</sup>Faculty of Humanities, Management and Science, Universiti Putra Malaysia <sup>2</sup>Department of Advertising, Xiamen University Malaysia

\*Email: correspondence: karmilah.abdullah@upm.edu.my

#### Abstract

Heritage of a country provides clues to its past and how its society has evolved over time. Heritage includes both tangible and intangible aspects of the country. Existing research on the heritage by the mass media has primarily focused on tourism, historical conservation, or landscape value in particular. Thus, there is a lack of study in looking at the other heritage issues that are also valuable to the country. This study adopts framing analysis to determine the representational dynamics employed in online news articles on heritage issues in Malaysia. Data were collected from the online newspapers in Malaysia between April 2021 and July 2022, and it was found that 284 articles covered Malaysia's heritage. The findings show that there is not much media attention given to conservation efforts. The imbalanced rate of media coverage indicates chances for further media involvement on this specific topic to further stimulate public participation in conservation and preservation. The findings of the study are essential to creating awareness among the public about the different types of cultural heritage that are available in the country.

Keywords: heritage, Malaysia, framing analysis, heritage representation, online newspaper.

# TTO Strategic Entrepreneurship Model for Strengthening RUs Innovation Ecosystem

Roszaimah Muhammad Sapah<sup>1</sup>, Mass Hareeza Ali<sup>1\*</sup>, Rahinah Ibrahim<sup>2</sup>, Wan Nurhayati Wan Abdul Rahman<sup>3</sup>

<sup>1</sup> School of Business and Economics, Universiti Putra Malaysia, Selangor, Malaysia <sup>2</sup> Faculty of Design and Architecture, Universiti Putra Malaysia, Selangor, Malaysia <sup>3</sup> Putra Science Park, Universiti Putra Malaysia, Selangor, Malaysia

\*Email: correspondence: mass@upm.edu.my

# Abstract

Purpose- This study aims to nurture strategic entrepreneurship within Technology Transfer Office (TTO) for enhancing the entrepreneurial role in enabling successful technology transfer for Research Universities (RUs).

Approach – This study conducts a systematic literature review synthesis to analyse the roles and responsibilities of TTO in RUs, critical factors to nurture strategic entrepreneurship in TTO and recommend TTO Strategic entrepreneurship model for strengthening RUs innovation ecosystem. Findings – The result shows that TTO with strategic entrepreneurship approaches would create pathways for sustainable entrepreneurial culture to support entrepreneur researcher characteristics for best practices on technology transfer to strengthen the innovation ecosystem in RUs.

Originality/Value – This study highlights recommendation on TTO strategic entrepreneurship model for strengthening RUs innovation ecosystem in enabling successful technology transfer in Malaysia. This is one of few studies in the domain of university-industry collaborations which has remained unexplored. Future study is projected to include development of a framework for nurturing strategic entrepreneurship within TTO to enhance commercialisation of innovation through RUs technology transfer

**Keywords:** Roles and responsibilities of TTO, Strategic Entrepreneurship, Knowledge Spillover, RUs innovation ecosystem, Entrepreneurial university

#### Personality, Leadership Behavior and Job Performance : Finding in Plantation, Malaysia

Sinorita Anak Tenggai\*, Nurul Hidayu Mat Jusoh

Department of Social Science and Management, Faculty of Humanities, Management and Science, University Putra Malaysia (Bintulu Campus), Bintulu, Sarawak, Malaysia

\*Email: correspondence: nurulhidayu@upm.edu.my

#### Abstract

Due to the obvious rise in the price of palm fruit on the international market, it is generally known that the oil palm plantation industry helps the nation's economy flourish. One of the key factors in the stability of Malaysia's economy is the expansion of its palm oil sector. Low personality has become a problem that employees must deal with if they want to improve performance. Even though this topic requires greater focus, there aren't enough studies on it, especially ones that focus on regular labourers in Malaysia's plantation industry. Therefore, the objectives of this paper are to identify the level of personality, leadership behavior and job performance among plantation workers in Sarawak. The plantation industry in Sarawak, Malaysia will be the site of this investigation. For this study, 200 general workers from Sarawak's plantation industry would be chosen as respondents. The Mini-International Personality Item Pool (IPIP), Transformational Leadership and the Individual Work Performance Questionnaire (IWPQ) are used for this study. The data analysed using descriptive statistics (mean and standard deviation) using the Statistical Package for Science and Social Sciences (SPSS) version 26. Result of this study found that level of personality, leadership behavior and job performance is high. The results of this study will be used as a guide to improve job performance, particularly in Malaysia's plantation industry. Therefore, it is advised that the research population be expanded in future studies.

#### White Rajahs in Sarawak from 1841 to 1941, the Colonial or Business goals?

Edwin Francis<sup>1\*</sup>, Rasid Mail<sup>2</sup>, Agnes Paulus Jidwin<sup>3</sup> & Shairil Izwan Taasim<sup>4</sup>

<sup>1</sup>Faculty of Business and Management, Open University Malaysia
<sup>2</sup>Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah
<sup>3</sup>Faculty of Accountancy, Universiti Teknologi MARA
<sup>4</sup>Faculty of Humanities, Management and Science, Universiti Putra Malaysia

\*Email: correspondence: edwin\_francis@oum.edu.my

#### Abstract

This is a historical study that looks into the managerial strategy planned and implemented by White Rajahs in Sarawak, who governed the area for the period of 100 years (1841-1941). The focus is on economic management, whereby the area was developed through various political, economic and social progression. It is an effort to investigate and report valuable empirical pieces of evidence of the past in which today's existentialism is rooted that later generations should know, understand and appreciate for many political and social reasons. Indeed, to understand and appreciate the current being, it is important to study the past. The context of the study is a colonial setting when James Brooke, a British explorer, first arrived in Sarawak in 1839. The journey began in 1841 when the Brunei sultanate signed a treaty to surrender Sarawak to Brooke. The hegemony of the Brooke family was endured by three Rajahs until 1941. Along the way, the three forerunners have implemented various policies in order to develop the area amidst various political and economic chaos as well as social progression and cultural transformation. From a managerial point of view, it is interesting to study the strategy implemented by the governors, particularly the ways economic and social affairs were addressed to respond to internal and external changes. Via historical methodology, mainly informed by documentary analysis, this study found that a number of strategies had been implemented during the period. The analysis demonstrates a number of managerial insights. Governance policy at the early inception, migration policy, free trade policy, liberal financial approach and pleasant policy for indigenous were insightful. Although they sound administratively familiar, in today's conception, they were quite unique and illuminating when considering the contextual setting and managerial pursuit during that day. Indeed, the manner in which they were chosen and implemented are academically, theoretically and practically valuable to consider, particularly for the researchers, historians and practitioners.

# The Influence of E-Product, Price Intelligence, Promotion Intelligence, and Delivery Risk on the Purchase Decision of An Indonesian E-commerce Website

Firda Amelia, & Yulia Nur Hasanah\*

<sup>1</sup>S1 Business Administration, Faculty of Communication and Business, Telkom University

\*Email: correspondence: Yulianh@telkomuniversity.ac.id

#### Abstract

This study was conducted to determine how much influence service quality has on customer loyalty through customer satisfaction as an intervening variable (Study on Kenangan Coffee Consumers in Bandung). Therefore, this research requires 400 consumers to have come at least twice to Kopi Kenangan. Based on data analysis of the results of research that has been conducted and developed, the following conclusions can be drawn, the service quality provided by Kopi Kenangan Bandung to consumers is in the very good / very high category, customer satisfaction of Kopi Kenangan Bandung consumers is in the good / satisfied category, costumer loyalty of Kopi Kenangan Bandung consumers is in the good / satisfied category, there is an effect of service quality on customer loyalty, there is an effect of customer satisfaction on customer loyalty, there is an effect of service quality on customer satisfaction.

Keyword: service quality, customer satisfaction, customer loyalty

# The Role of Digital Marketing and Brand Image In Influencing Users' Purchase Decisions at Gojek Indonesia

Dhella Agna Amellia, & Mahir Pradana\*

S1 Business Administration, Faculty of Communication and Business, Telkom University

\*Email correspondence: mahirpradana@telkomuniversity.ac.id

#### Abstract

This study was conducted to observe the Impact of Brand Image and Digital Marketing on Gojek Indonesia Users' Purchase Decisions The findings of this study are anticipated to complement and advance knowledge, particularly in the field of marketing, particularly in regards to topics like digital marketing, brand image, and consumer decisions. We used quantitative study using SPSS regression analysis to analyze the data and the study was conducted in several big cities in Indonesia.

Keyword: digital marketing, e-business, digital business

# The effect of experience and perception of value on consumer interest in repurchasing Aqua Products through Brand Image as an Intervening variable in Bandung

Zidney Izzatul Ichsan, Anita Silvianita\*

**Telkom University** 

\*Email: correspondence: anitasilvianita@telkomuniversity.ac.id

#### Abstract

This study was conducted to determine whether the experience and perception of value positively and significantly influence consumer interest in repurchasing through brand image as an intervening variable in Aqua products in Bandung. This study has four variables: experience and perception of value as an independent variable, brand image as an intervening variable, and repurchase interest as a dependent variable. All data in this study were obtained by circulating questionnaires on consumers Aqua product users in the city of Bandung with a total sample of 384 people. The sampling method used is purposive sampling. Data were processed using partial least square analysis. This study found that experience and perception of value affect brand image and interest in repurchasing Aqua Products.

Keywords: experience; value perception; brand image; repurchase interest

# The Impact of Store Atmosphere and Brand Image on Customer Loyalty of Bandung Traditional Food

Indiray Bagas Mahendra, Syahputra Syahputra\*

Department of Business Administration, Faculty of Communication and Business, Telkom University

\*Email: correspondence: syahputra@telkomuniversity.ac.id

### Abstract

In the rapid development of the business world, it is a threat and challenge for business people to be able to win the competition and maintain the survival of the company. This research uses quantitative methods with descriptive research types whose sampling is done by non-probability sampling method with 204 respondents. The analysis technique used in this research is descriptive and multiple linear regression analysis. Based on the results of descriptive analysis, the Store Atmosphere variable has a percentage that falls into the good category, while Brand Image has a percentage that has entered the very good category. Based on the results of this research, it results simultaneously that the variables of Store Atmosphere and Brand Image have a significant effect on Customer Loyalty. Based on the results of the t test, it is found that the Shop Atmosphere and Brand Image have a significant effect on Customer Loyalty at Kue Balok Mang Salam. While the results of the variable coefficient of determination and Brand Image affect Customer Loyalty at Mang Salam's Kue Balok by 67.4%, while the remaining 32.6% is influenced by other variables not examined in this study.

Keywords: Store atmosphere, business administration, MSMEs, Indonesia

## Analysis of Factors Influencing E-Satisfaction on Online News in Indonesia

Rahmat Tri Putra, Nurafni Rubiyanti\*, Mahir Pradana

Department of Business Administration, Faculty of Communication and Business, Telkom University

#### \*Email correspondence: nrubiynti@gmail.com

#### Abstract

One of the developments in communication and information technology is the shift from the use of print media to the increased use of online news, which increased to 26.7% in 2021. Despite its high level of usage, there are still many online news users in Indonesia who are not satisfied (e-satisfaction) with what is presented by these industry players. Therefore, this research aims to find out what factors affect e-satisfaction in online news in Indonesia. This research is a quantitative research with an exploratory type of research using a causal study investigation, which aims to search for variables or factors that exist in a certain social phenomenon/condition/setting. The results of the study with 315 samples have shown that there are two dominant factors that affect e-satisfaction in online news in Indonesia, namely the Web & Content Quality Factor and the Customer Support & Internet Connection Factor. The first factor, the Web & Content Quality Factor, is the most dominant factor found in this research.

Keywords: Online news, E-Satisfaction, Factor Analysis

# The Effect of Service Quality on Customer Loyalty through Customer Satisfaction as Intervening Variable (Case Study on Kopi Kenangan, Bandung, Indonesia)

Ummi Khoiri Lathifah, & Anita Silvianita\*

S1 Business Administration, Faculty of Communication and Business, Telkom University

\*Email correspondence: anitasilvianita@telkomuniversity.ac.id

### Abstract

This study was conducted to determine how much influence service quality has on customer loyalty through customer satisfaction as an intervening variable (Study on Kenangan Coffee Consumers in Bandung). Therefore, this research requires 400 consumers to have come at least twice to Kopi Kenangan. Based on data analysis of the results of research that has been conducted and developed, the following conclusions can be drawn, the service quality provided by Kopi Kenangan Bandung to consumers is in the very good / very high category, customer satisfaction of Kopi Kenangan Bandung consumers is in the good / satisfied category, costumer loyalty of Kopi Kenangan Bandung consumers is in the good / satisfied category, there is an effect of service quality on customer loyalty, there is an effect of customer satisfaction on customer loyalty, there is an effect of service quality on customer satisfaction.

Keyword: service quality, customer satisfaction, customer loyalty

# Rethinking Ringgit Malaysia Uncertainty Spillover from Google Trends Uncertainty (GTU) and its effects

Shairil Izwan Taasim<sup>1\*</sup>, Neilson Anak Teruki<sup>1</sup>, Zainuddin Sabu<sup>1</sup>, Saizal Pinjaman<sup>2</sup> & Robert Abraham Mojolou<sup>3</sup>

<sup>1</sup>Department of Social Science and Management, Faculty of Humanities, Management and Science, Universiti Putra Malaysia <sup>2</sup>Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah. <sup>3</sup>North Borneo University College, Malaysia.

\*Email: correspondence: shairil@upm.edu.my

### Abstract

The great reset of the economic is one of the methods for Malaysia after the crisis of Covid-19 and to boost economic growth again. This event motivates us to study the relationship uncertainty from google trends towards ringgit volatility against US Dollar. The study used the Granger causality test methodology to assess the correlation between GTU and Ringgit exchange. The GTU was represented set word in google trends from the uncertainty word from the Economic Report of Malaysia. The data for this study over the period end of the year 2021 (September) until the end of the year 2022 (November). The implication from this study was Google Trends Uncertainty give the impact towards Ringgit volatility in the long run.

Keywords: uncertainty, GTU, Ringgit, volatility

# A Need Analysis Survey on the Development of On-The Job Training Web Application in Vocational College

Selvi Rajamanickam, Ridzwan Che' Rus & Mohd Nazri Abdul Raji\*

Faculty of Technical and Vocational, Universiti Pendidikan Sultan Idris, Tanjong Malim Perak Malaysia

\*Email: correspondence: tbernselvi77@gmail.com

### Abstract

On Job Training (OJT) is best for skill development and attitude change. Implementation of OJT focuses on the transition of students to working life. College Vocational under the branch of TVET, needs to be based on recognized job standards, with an emphasis on practical components, psychomotor skills and exposure to training in industry. Is industrial management in vocational colleges systematic and efficient in line with the technology era? Therefore, need analysis survey was conducted to identify needs of on the job training web aplication in vocational colleges and to identify several key elements that needs to be prioritize in the development of on the job training web application. This needs analysis survey was conducted on 70 vocational college OJT supervisors, 2 Technical and Vocational Education Division (BPLTV) officers under the vocational curriculum development unit of the TVET curriculum sector, 30 OJT students and 10 construction industry companies. The results of the study found that vocational college OJT management requires an OJT web application for more effective and systematic management. The results of this study found that there are some important elements that should be emphasized during development of on the job training web application. It includes elements such as curriculum, time management, screen display and industry database.

Keywords: On The Job Training; Web application, vocational college, OJT management

# The Effectiveness of Multifunctional Electronic Circuit Training Kit with Augmented Reality (AR) Application for Learning Purposes

Ibrahim Burhan\*, Saharuddin Talib, Aishah Saim

# Politeknik Banting Selangor, Persiaran Ilmu, Jalan Sultan Abdul Samad, 42700, Banting, Selangor, MALAYSIA

\*Email: correspondence: ibrahim@polibanting.edu.my

### Abstract

Multifunctional Electronic Circuit Training Kit Embedded with Augmented Reality (AR) Application for Aircraft Maintenance Engineering training are developed as supporting training kits to the existing typical educational process and to achieve the objective and learning outcome toward improving student's cognitive and psychomotor skill especially in Electrical and Electronic Fundamentals that covers topics of semiconductor device and measurement. This training kit is divided into the 3 main section which are the input supply (AC and DC supply), TEN (10) differences electronic circuit and outputs device (LED and DC Motor) and also attached with additional features which are the multimeter, breadboard and digital display. The training kit is user-friendly because of the size is small and easy to carry around. In addition, the learning and teaching process will be easier with the support of Augmented Reality (AR) application to enhance the understanding of students and this trainer can be used as a teaching aids tool. Based on students Lab Practical Assessment record, there is an average of 28% and 36% of improvement on knowledge and psychomotor skill respectively when students used newly developed Multifunctional Electronic Circuit Training Kit with Augmented Reality (AR) Application.

Keywords: Training Kit, Augmented Reality (AR), Electronic Circuits.

## Factor Affecting Mental Health Among Youth Post COVID-19

Mohd Nazrul Azizi<sup>1\*</sup>, Nurashikin Binti Ibrahim<sup>2</sup>, Firdaus Hilmi<sup>3</sup>

<sup>1</sup>Department of Educational Psychology & Counselling, Faculty of Education, University of Malaya, Kuala Lumpur, Malaysia <sup>2</sup>Ministry of Health, Malaysia <sup>3</sup>University Kuala Lumpur Business School

\*Email: correspondence: Nazrul.azizi@gmail.com

### Abstract

On 11th March 2020, the World Health Organization (WHO) declared the COVID - 19 outbreak to be a pandemic, prompting considerable concern around the world. The pandemic has had a devastating impact on the post-pandemic world, affecting every aspect of the system, including the financial and labour markets. The post-pandemic COVID-19 has had an impact on many spheres of social and economic life. In fact, it has been highlighted as a source of mental health illnesses among youth. The purpose of this study is to determine what causes mental illness in youth post-COVID-19 pandemic. A total of 300 youths participated in this study. As a research tool, questionnaires were distributed to ascertain how young people perceive the factors that can lead to mental illness. Questions for the survey were taken from the YoungMinds Malaysia initiative. Job and financial concerns are also discussed in detail. Consequently, the study has been able to determine how youth's mental health perceptions may differ from those of other age groups.

Keywords: Mental Health, Youth, Covid-19, Malaysia, Pandemic.

# Exploring the advantages of using Home -Based Learning in Malaysian during Pandemic COVID-19: A Systematic Review

Nurul Afiqah Binti Nordin<sup>\*</sup> & Noor Dayana Binti Abd Halim

School of Education Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia, Skudai, Johor

\*Email: correspondence: nurulfiqah44@gmail.com

#### Abstract

At the beginning of 2020, the whole world was hit by the Covid-19 outbreak. That caused a variety of problems to numerous sectors that effect their operation. The education sectors encounter a profound impact on student learning progress during the outbreak Where the education sector cannot be caried out, the Malaysia Ministry of Education (MOE) has launched a new online learning concept so that the student learning progress would not be fall behind. The programs were divided into two classification which is Home-Based Learning (PdPR) among the school students and the Open Distance Learning (ODL) for students in higher institutions. Therefore, this study is conducted to explore the advantages of online classes. This study uses a systematic survey method where this study, it was found that there are eight (8) benefits received through the use of online learning. With the benefits received, researchers believe the use of online learning will help Malaysia keep pace with developed countries that follow the trend of modernization.

Keywords: Online Learning; Home-Based Learning; Benefit Online Learning, COVID-19

## Utilizing Wind Rose Information For The Prediction Of Ammonia Migration

Abdani Abdul Gafor, Mohd Ibrani Shahrimin Adam Assim, Omar Faruqi Marzuki, Azizul Hakim Lahuri and Nor Mariah Adam

Faculty of Humanities, Management and Science, Universiti Putra Malaysia Kampus Bintulu, Jalan Nyabau, 97008 Bintulu Sarawak.

\*Email: correspondence: danikb176@yahoo.com

#### Abstract

Exposure to high concentrations of ammonia can be harmful to human health. Ammonia is a strong irritant and can cause respiratory problems, such as coughing, wheezing, and shortness of breath. Prolonged exposure to high concentrations of ammonia can also cause damage to the lungs, and in severe cases, can lead to death. In addition to respiratory effects, ammonia exposure can also cause eye, nose and throat irritation, skin rashes and other symptoms. At high concentrations, ammonia can also cause chemical burns to the skin and eyes. The severity of the health effects will depend on the concentration of ammonia, the duration of exposure, and the specific characteristics of the individual exposed, such as their age, health, and any pre-existing respiratory condition. (Citation, 2008) Wind can affect the migration of ammonia by influencing the dispersion and diffusion of the gas. Strong winds can disperse ammonia over a wide area, reducing the concentration in any one location. Conversely, calm winds can cause ammonia to accumulate in a specific area, leading to higher concentrations. The direction and strength of the wind can also affect the direction of ammonia migration, potentially carrying the gas towards or away from sensitive areas such as residential neighborhoods or wildlife habitats. (Beck, 2007) A wind rose is a graphical representation of the distribution of wind speeds and directions at a specific location. It is often used to understand the dominant wind patterns and how they may influence the dispersion of pollutants such as ammonia. The direction from which the wind is blowing is represented on the outer circle, with the wind speed represented on the inner circles. When it comes to ammonia dispersion, the wind rose can be used to understand how the dominant wind patterns in a specific location may influence the spread of ammonia emissions. For example, if the wind rose shows that the dominant winds are blowing from the direction of an ammonia source, such as a fertilizer plant, towards a sensitive receptor, such as a residential area, it can be an indication that the ammonia emissions from the source may pose a higher risk to the residents living in the area. Additionally, the wind rose can also be used to understand how the wind patterns may influence the dispersion of ammonia emissions within the atmosphere. If the wind rose shows that the dominant winds are blowing in a specific direction, it can indicate how the ammonia emissions will be transported and dispersed in the atmosphere. In summary, the wind rose is an important tool for understanding the wind patterns in a specific location and how they may influence the dispersion of ammonia emissions. It can be used to assess the potential risks associated with ammonia emissions and to make recommendations for controlling

or mitigating ammonia migration strategies. However, generally speaking, wind patterns can vary greatly depending on the season and location. In coastal areas like Bintulu, wind direction is often influenced by sea breezes, while wind speed can be affected by factors such as storms and pressure systems.

Keywords: Ammonia, Wind rose, Dispersion

# Mediating Effect Of Safety Knowledge On The Relationship Between Safety Competency And Safety Attitude Among Oil And Gas On-Shore Contractor Workers In Bintulu, Sarawak

Sazali Saini<sup>1\*</sup>, Mohd Ibrani Shahrimin Adam Assim<sup>1</sup>, Omar Faruqi Marzuki<sup>2</sup>, Yasmin binti Yaccob<sup>1</sup>

<sup>1</sup> Department of Social Science and Management, Faculty of Humanities, Management and Science, Bintulu Sarawak Campus, Universiti Putra Malaysia, Bintulu 97008, Sarawak, Malaysia <sup>2</sup> Department of Science and Technology, Faculty of Humanities, Management and Science, Bintulu Sarawak Campus, Universiti Putra Malaysia, Bintulu 97008, Sarawak, Malaysia

\*Email: correspondence: Sazali.saini@gmail.com

### Abstract

Construction site accidents have been found to be mainly caused by workers unsafe behaviors, largely due to nonchalant attitude towards safety hazards. Workers often tend to underestimate safety risks on construction site, which limits their ability to identify hazardous situations. A growing number of studies indicate frameworks of research on safety knowledge articulate the skills, knowledge and abilities for a skilled worker in the modern world. However, there exist a scarcity of the factors of workplace safety and health from most of the current study frameworks to prepare for the future workforce. Currently, an on-shore oil and gas activity in Bintulu, which is located in Sarawak warrant a deeper study on the contractor worker's Safety Competencies to better understand of other factors that may influence it. Worker's competency working in this industry needs to be strengthened as part of the element in Health, Safety and Environment Management System (HSEMS) requirement to ensure sustainable and safe operation of the plant as it contributes to HSE performance of the organization. The objectives of this study involve assessing contractor's Safety competency and Safety attitude working in the oil and gas industry in Sarawak, and also analysing the mediator effect of Safety Knowledge. A survey has been conducted to assess 450 contractor worker's HSE competency. A self-administered with Likert scale questionnaire was used to collect the data. The survey results shows that education level, experience and competency played key important roles in ensuring safe execution of the work and support the hypothesis that knowledge do influence the competency as mediating factor. Based on the findings, further studies will provide the organization a better understanding of safety knowledge and to strategize their Induction Program in ensuring that their future workforce are competent technically as well as their safety attitude prior entering into the industry.

**Keywords:** Competency, Contract Workers, Oil and Gas Industry, Assessment Tool, On-Shore, Sarawak.

## A Literature Review on Virtual Reality in Teaching Art Education

He Yong Tian<sup>1</sup>, Nurul Nadwa Zulkifli<sup>1,2\*</sup> & Ahmad Fauzi Mohd Ayub<sup>3,2</sup>

<sup>1</sup>Faculty of Humanities, Management and Science, Universiti Putra Malaysia <sup>2</sup>Institute for Mathematical Research, Universiti Putra Malaysia <sup>3</sup>Faculty of Educational Studies, Universiti Putra Malaysia

\*Email: correspondence: nurulnadwa@upm.edu.my

#### Abstract

With the impact of technology in the education system, virtual reality has been increasingly integrated into education teaching to influence and improve teaching practices for student learning and to increase student interest and motivation. It has been used to good effect in subjects such as medicine, engineering and the military. In recent years, virtual reality technology has become an important part of the technologisation of education. Therefore, the aim of this study is to summarise the findings in the literature through a literature review. On this basis, literature on the effectiveness of virtual reality technology in teaching and learning published between 2018-2022 will be presented. Through pre-determined criteria, the \*research articles published during this period were analysed throughout the study, reviewing the research aims, methods, themes and results. Complex subjects like chemistry and biology can be taught through the use of virtual reality technology to increase student interest and motivation, in addition to the positive impact that learning art and skills through virtual reality technology has on students. Therefore, the use of virtual reality in art teaching to improve students' artistic skills will be considered by more educators in the future to better integrate virtual reality in teaching strategies as a way to improve teaching effectiveness and student learning. This study helps to suggest new ideas and approaches for art educators.

Keywords: virtual reality technology, art, teaching strategies, higher education

# Promoting Awareness in Handling of Used Cooking Oil for Biodiesel Production in Bintulu Sarawak, Malaysia

Nor Shafinaz Azman<sup>1</sup>, Nurul Husna Che Hamzah<sup>1</sup>, Nozieana Khairuddin<sup>1\*</sup>, Tengku Sharifah Marliza<sup>1</sup>, Azira Sanusi<sup>1</sup>, Azizul Hakim Lahuri<sup>1</sup> and Md Bazlul Mobin Siddique<sup>2</sup>

 <sup>1</sup>Department of Science and Technology, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, 97008 Bintulu, Sarawak, Malaysia.
<sup>2</sup>Faculty of Engineering, Computing and Science, Swinburne University of Technology Sarawak, 93350 Kuching, Sarawak, Malaysia.

\*Email: correspondence: nozieana@upm.edu.my

## Abstract

The inappropriate dumping of used cooking oil (UCO) into the sewage system has created a significant complication for the purification process in wastewater treatment. This study was conducted to reveal the awareness among the users in food premises in Bintulu, Sarawak, Malaysia, in the handling of UCO and support toward biodiesel production. A questionnaire was distributed to 200 owners of various food premises which were randomly selected regardless of gender or occupation. It was found that promising frequency, shows an average13.1% of the participants generate 5 L of UCO per day. The survey revealed that 8.4% of respondents discarded the UCO into the dustbin, while another 9.2% and 18.3% discarded the UCO into soil and drainage system, respectively. The remaining 48.1% sold and or completely consumed the UCO during cooking. It is not noting that only 24% of the respondents expressed the interest to donate UCO for free to the collecting teams from their premises. Meanwhile, 64% were reluctant to send UCO to the biorefinery centre due to the location distance. This study reveals the lack of awareness among local respondents regarding efficient UCO management, mandating the implementation of a proper UCO management workshop.

**Keywords**: Food premises, municipal waste management, respondent, used cooking oil, wastewater treatment.

# Gender differences in problem-based learning (PBL) on primary students' multiplication and division solving performance

Ong Gaik Suan<sup>1</sup>, Syarifah Kamariah Wan Mohammad<sup>1</sup>, Wong Tze Jin<sup>1,2</sup>, Koo Lee Feng<sup>\*1</sup>

<sup>1</sup>Department of Science and Technology, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Campus, 97000 Bintulu, Sarawak, Malaysia. <sup>2</sup>Institute For Mathematical Research, Universiti Putra Malaysia,43400 UPM Serdang, Selangor.

\*Email: correspondence: leefeng@upm.edu.my

## Abstract

Gender difference in mathematics requires immediate attention as it will impact gender balance of participation in Science, Technology, Engineering and Mathematics (STEM) education which is recognized as key player in 21st century skills in shifting Malaysia towards Industrial Revolution 4.0 (IR 4.0). Thus, this study was undertaken to examine gender difference in solving primary school mathematics problem using Problem-Based Learning (PBL) technique. Quasiexperimental design was adopted in this study. A total of 27 students (15 girls and 12 boys) from year 3 primary school were chosen to participate in this study. Three hypotheses were raised in this study. Result revealed that boy and girl do not have any significant difference in their performance when solving multiplication and division mathematic problem using PBL. However, the finding showed that their mathematics performance improved by adoption of PBL method.

Keywords: gender difference, Problem-Based Learning, Multiplication and Division

## The Effect Of Gender In Performance Of Mathematics

Ng Hui Xian<sup>1</sup>, Juniza Md Saad<sup>1</sup>, Wong Tze Jin<sup>1,2</sup>, Koo Lee Feng<sup>\*1</sup>

<sup>1</sup>Department of Science and Technology, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Campus, 97000 Bintulu, Sarawak, Malaysia. <sup>2</sup>Institute For Mathematical Research, Universiti Putra Malaysia,43400 UPM Serdang, Selangor.

\*Email: correspondence: leefeng@upm.edu.my

#### Abstract

Blended learning has been shown to improve learning efficiency and to develop one's ability to apply high-level knowledge. This study investigates gender differences in mathematics performance at the primary school level by integrating blended learning into teaching and learning. Prior to implementing blended learning, a pre-test was administered to 21 students. The post-test results were used as a measure for performance as an outcome. Result indicated that despite blended learning's ability to enhance students' learning quality, gender disparities do not affect mathematic performance.

Keywords: blended learning, gender difference, Mathematics

# Potential Green Infrastructure in TVET Campus; A Case Study in Teluk Intan Vocational College

Nurul Hidayah Mohd Ali<sup>1</sup>, Ridzwan Che' Rus<sup>1</sup> & Azlin Iryani Mohd Noor<sup>2\*</sup>

<sup>1</sup>Faculty of Technical & Vocational <sup>2</sup>Faculty of Art, Computing and Creative Industry

\*Email: correspondence: hidayah.csw@gmail.com

### Abstract

Education for Sustainable Development is a crucial agenda to address the issue of globalization. Technical and Vocational Education (TVET) is one of the main agendas in Sustainable Development Education that contributes to the sustainability of human life. To develop a holistic sustainability approach that can incorporate academics, students and institutional management, sustainability efforts must be applied to the campus life of TVET institutions. One of the best approaches is the development of green infrastructure that could benefit the social well-being and health of the people. Accordingly, this study was carried out at Teluk Intan Vocational College to examine the potential of green infrastructure development in TVET campus. This institution was chosen because Teluk Intan Vocational College is a TVET institution that offers programs in agriculture and related to the environmental study. This research was conducted using observation, inventory and field analysis. Several green infrastructure strategies have been proposed, such as green roofs, rainwater harvesting, groundwater harvesting, rain gardens and agroecology learning approaches. The development of green infrastructure on the campuses of TVET colleges can support campus management with teaching and learning techniques for managing natural disaster risk in practical settings. Green infrastructure also has potential approaches to environmental issues in the TVET campus from a comprehensive angle, which is essential to meet the multifaceted challenges facing education for sustainable development in the face of global change.

Keywords: Green infrastructure; TVET; vocational college

### ESG and firm financial distress in Malaysia: Univariate approach

Mohd Ashari Bakri, Yee-Ee Chia & Jocelyn Mok Pau Chee\*

Labuan Faculty of International Finance, Universiti Malaysia Sabah

\*Email correspondence: mohd.ashari@ums.edu.my

### Abstract

This study examines the impact of environmental, social and governance (ESG) assessments on corporate financial distress in the Malaysian context. Specifically, using Malaysian companies listed in DataStream (Kuala Lumpur Stock Exchange (main board and second board) and ACE market) from 2012 to 2021, we aim to examine which ESG elements have a significant impact on mitigating corporate financial distress. Our study shows that among the three ESG scores, only the E-score has a negative impact on the likelihood of company financial distress or bankruptcy (Altman z-score). By using a univariate approach, our results suggest that environmental concerns (through the Environmental Pillar Score) should significantly improve corporate financial stability and sustainability (by reducing corporate financial distress).

Keywords: ESG; Corporate Social Responsibility, Financial distress, Altman z-score, Malaysia

## Overview of ESG practices in Malaysia with introduction of conceptual framework

SokHun Ng\*, Christine Ng & Satirenjit Kaur Johl

Department of Management Sciences & Humanities, University Technology Petronas

\*Email: correspondence: ngsokhun@yahoo.com.sg

#### Abstract

This article focuses on designing a conceptual model for Malaysia' ESG disclosure on listed firm financial performance by proposing ROA and ROI as financial objectives. This study also identifies four different contracts as moderating variables to inspire more transparent disclosure pertinent to ESG. To provide an insight into the proposed ESG model, the article also discusses multiple theories and further emphasized the implementation of ESG has actually further satisfied the various expectation from different parties involved as concern with legitimated motive as ultimate guardian. ESG disclosure has also encouraged more transparency, pertinent and timely disclosure to mitigate information gap.

Keywords: ESG disclosure, sustainability, financial performance, ESG performance

## Subsidised Cooking Oils Misappropriation and Smuggling: A case study

Mudiana Mokhsin<sup>1\*</sup>, Khairul Rizal Azmi<sup>2</sup>, Nordiana Mohd Nordin<sup>3</sup>, Maslina Abdul Aziz<sup>4</sup>, Nor Diana Ahmad<sup>5</sup> & Mohd Husni Mohd Som<sup>6</sup>

<sup>1,4,5</sup>School of Computing, College of Computing, Informatics and Media, Universiti Teknologi MARA, 40450 Shah Alam, Selangor, Malaysia

<sup>1,6</sup>Institute of Malay Thoughts and Leadership (IMPAK), Universiti Teknologi MARA, 40450 Shah Alam, Selangor, Malaysia

<sup>2</sup>Enforcement Division, Cyber Crime Unit, Level 2, No 13, Persiaran Perdana, Presint 2, Federal Government Administrative Centre, 62623 Putrajaya, Federal Territory of Putrajaya, Malaysia <sup>3</sup>School of Information Science, College of Computing, Informatics and Media, UiTM Selangor Branch Campus, Universiti Teknologi MARA, 40450 Shah Alam, Selangor, Malaysia

\*Email: correspondence: mudiana@fskm.uitm.edu.my

### Abstract

In this globalisation world, goods and products pricing is very competitive. Each country faced challenges in providing for the needs of its people. Malaysia is a middle-income country with a capacity population of 32.37 million people. Malaysia is one of the most open economies globally, with a trade to Gross Domestic Product (GDP) ratio averaging over 130% since 2010. Openness to trade and investment has been instrumental in employment creation and income growth. After the Asian financial crisis of 1997-1998, Malaysia's economy has been on an upward trajectory, averaging growth of 5.4% since 2010. With the increasing cost of living, the government is concerned about providing subsidies to reduce the burden on Malaysian citizens. There are six commodities: refined petroleum products, cooking oils, sugar, rice, wheat flour, and fertilizers, Most necessities such as rice, the cooking oils used for cooking, and petrol for daily transport are subsidised by the Malaysia Government. The implementation of subsidies is expected to reduce the cost of living for Malaysians. Nevertheless, the issue of smuggling is one of the problems the Malaysian government faces at the country's borders. The Malaysian government loses millions of ringgits a year due to the misappropriation and smuggling of subsidised cooking oils. We use a qualitative case study to determine the misappropriation and smuggling modus operandi involving subsidised cooking oils. The research obtains the data by document analysis; online news from January 2021 to May 2021. Besides intelligence sources, cases under the Control of Supplies Act 1961, interviews, and previous auditing reports were obtained from 2017 until May 2021. The researchers disclosed the misappropriation and smuggling modus operandi involving subsidised cooking oils that can be refered to the government in eradicate this issue.

Keywords: Oil smuggling; cooking oils; misappropriation; commodities; economy.

# Comparison of Translanguaging Practices and Ideologies in Secondary and Tertiary ESL Settings in Malaysia: Teachers' Perspective

Nur Mazliyana binti Zainuddin1\* & Nik Nuryasarah binti Mohd Zaki2

<sup>1</sup>Universiti Putra Malaysia <sup>2</sup>Universiti Kebangsaan Malaysia

\*Email: correspondence: mazliyana@upm.edu.my

### Abstract

Translanguaging refers to the employment of L1 in ESL/EFL classrooms as an effective pedagogical tool. Since tertiary, secondary, elementary, and preschool are different educational levels, and they employ different language learning curricula, there could be certain differences on how translanguaging is used and viewed by language instructors. The findings of this study will enlighten language instructors in choosing the best translanguaging strategy to employ in their classrooms.

# Effectiveness of 4c's to Write Module in Developing Narrative Writing Skills Based on Assure Model

Raganeswari Ramasamy\*, Dr.Mariam Mohamad & Mageswaran Sanmugam

Universiti Sains Malaysia

\*Email: correspondence: Raganes\_87MR@yahoo.com

### Abstract

The objective of utilising the 4C's to Write Module is a new transformation based on Assure Model to be incorporated among upper secondary students in Malaysia to develop their narrative writing skills. This module is employed the main 4C's of 21st century learning skills which are communication, collaboration, critical thinking, and creativity thinking using an educational social medium to develop the elements of narrative writing skills in terms of improving ideas, organising the elements of plot, developing the grammar features and vocabulary knowledge among upper secondary students. Students would work in their assigned group which contains four to five members through an educational social medium using their mobile devices throughout the treatment period.

## Coping Styles Employed by Working Malaysians to Manage Stress

Abbey Tan, Adriana Ortega\* & Foo Fang Juen

Department of Psychology Jeffrey Cheah School of Medicine and Health Sciences Monash University Malaysia

\*Email: correspondence: adriana.ortega@monash.edu

#### Abstract

Coping strategies can either result in positive or negative outcomes for the individual in terms of their stress and wellbeing; with engagement strategies producing better results compared to disengagement strategies. Individual differences, such as personality, could impact this relationship between coping styles and stress. The aims of this study include identifying the coping styles utilised by working Malaysians when managing job stress, exploring the relationship between personality, coping style, and job stress, and exploring which coping style would be beneficial in managing job stress. An online questionnaire was utilised to collect the data among 350 full time, white collared working Malaysians. Based on the findings, five main coping styles were identified which are Substance Use, Use of Religion, Humour, Seeking Emotional Support, and Problem Solving. Factor analysis confirmed that these coping factors displayed acceptable goodness of fit and high internal consistency re. Personality was significantly associated with job stress and the choice of coping strategies. For example, neuroticism had a significant positive correlation with job stress and Substance Use, and a significant negative correlation with Use of Religion and Problem-Solving. Extraversion had a significant negative correlation with job stress, and a positive correlation with Use of Religion, Humour, Seeking Emotional Support and Problem Solving. Conscientiousness had a negative correlation with job stress, Substance Use and Humour, and a positive correlation with Use of Religion and Problem Solving. In conclusion, personality plays an important role in understanding the process of coping with stress, which in turn, could contribute towards designing sustainable interventions to support positive wellbeing by targeting the employees' choice of coping style based on their personality and other possible individual factors, rather than utilising a "one-size-fits-all" approach to stress management intervention.

Keywords: Personality, Coping, Job Stress, Wellbeing.

SS04\_PO

# Model of the Antecedents and Outcomes of Digital Inclusion Needs Among B40 Entrepreneurs

Faradillah Iqmar Omar<sup>1\*</sup>, Ummi Munirah Syuhada Mohamad Zan<sup>1</sup>, Mawar Murni Yunus<sup>1</sup> & Nor Azlili Hassan<sup>2</sup>

> <sup>1</sup>Universiti Islam Selangor <sup>2</sup>Universiti Tunku Abdul Rahman

\*Email: correspondence: faradillah@kuis.edu.my

### Abstract

According to the most recent flood impact statistics released by the Department of Statistics Malaysia in the year 2022, residential buildings contribute to the second highest flood losses, therefore calling for an urgent need to provide a flood-resilient residential building to lower the flood risk and improve its performance. The huge floods that wreaked havoc in major cities throughout the Klang Valley in December 2021 have prompted the question of whether rethinking residential architecture could help prevent similar destruction in the event of future disasters. To address these challenges, priority 3 of the post-2015 Sendai Framework for Disaster Risk Reduction calls for a coordinated effort around rehabilitation of building codes and standards.

#### Purpose, Passion, and Profit at Work?

Sharmila Silvaraja\* & Adriana Ortega

Jeffrey Cheah School of Medicine and Health Sciences Monash University Malaysia

\*Email: correspondence: sharmilasilvaraja14@gmail.com

#### Abstract

Often the deficient management of human capital leads to low motivation and satisfaction among employees. Which in turn could impact employees' health and wellbeing as well as the organisation's health culture. However, this is a new area of enquiry in Malaysia. Therefore, this study aimed to explore 1) What motivates young professionals in Malaysia to stay in their current organisation; 2) Their perception and experience of their organisational culture, and 3) How these perceptions and experiences might affect their job satisfaction and job engagement. Data was collected through 3 semi- structured focus group discussions. Participants consisted of volunteers and paid employees from Malaysian NGOs aged between 19 to 30 years old. The data obtained were analysed and interpreted using thematic analysis. The emerging themes identified in this study were consistent with Smith and Shields (2013): Passion/Gratification/Experience, Communication/Team support/Leadership, Building Skills, and Learning Opportunities. The shared experiences by the participants in this study suggested that job satisfaction was experienced not only as a result of being able to give back to the community, but also from the instant gratification and the sense of achievement of witnessing how their efforts made a difference. On the other hand, healthy relationships with colleagues as well as being heard, supported, and encouraged by supervisors contribute to their motivation to engage at work. The results of this study provide grounds for further research in understanding the underlying motivators to work and/or volunteer for NGOs among young professionals in Malaysia. In turn, research-based initiatives could be designed to enable a healthy working culture that can prevent negative health and wellbeing outcomes among employees. This will contribute towards strengthening their purpose to work, passion to explore and motivation to contribute to the organisation This would ensure the sustainable mental health and wellbeing of everyone in the organisation. issue.

Keywords: Motivation, Job Satisfaction, Well-being, Young Professionals

# Factors that can Lead to Successful Recovery Through Community Based Drug Rehabilitation Treatment: A Qualitative Study Among Drug Users

Shankar Durairaja<sup>\*1,2</sup>, Paramjit Singh Jamir Singh<sup>1</sup>, Azlinda Azman<sup>1</sup>, Farah Wahida Suhaimi<sup>3</sup>, & Mohd Syaiful Nizam Abu Hassan<sup>4</sup>

 <sup>1</sup> School of Social Sciences, Universiti Sains Malaysia, 11800 Pulau Pinang, Malaysia
<sup>2</sup> School of Investigation and Enforcement, Kolej UNIKOP (Milik Koperasi Polis Diraja Malaysia), Block 3420, Persiaran Semarak Api, Cyber 4, 63000 Cyberjaya, Selangor, Malaysia.
<sup>3</sup> Centre for Drug Research, Universiti Sains Malaysia, 11800 USM, Penang, Malaysia.
<sup>4</sup> Faculty of Applied Social Sciences, Universiti Sultan Zainal Abidin, Gong Badak Campus, Gong Badak, 21300 Kuala Nerus, Terengganu Darul Iman, Malaysia.

\*Email: correspondence: durairajashankar@gmail.com

## Abstract

Community-based drug rehabilitation (CBDR) is the effective treatment for drug addiction which reflects the efforts and partnership of micro, mezzo, and macro levels of society. CBDR in Malaysia is based on the i-Pulih model, which focuses on the biopsychosocial spiritual program. Biopsychosocial spiritual programs under the i-Pulih model focused on nine components. Studies from various countries claimed that low program completion rates due to early withdrawal from the treatment affect the sustainability of the drug treatments. This gualitative study aimed to explore the factors that can lead to successful recovery through CBDR treatment under the National Drug Agency (NADA). Focus group discussions (FGD) have been conducted with 45 drug users undergoing CBDR programs in Penang state. Collected data were then analysed by thematic analysis, and seven themes were generated. The seven themes were attitude and behaviour among the clients: relapse rate or drug intake; physical and mental health; close relationships with officers, friends, colleagues, and society members; spiritual understanding; understanding towards their addiction; and employability success. Factors behind successful recovery are interrelated and revolve around the clients and their surroundings. The policymakers and treatment developers can utilise the findings of this study to improve the current CBDR programs in terms of human resources, flexibility and creativity in program execution, and policies related to drug users.

**Keywords:** Community-based drug rehabilitation, Drug users, Early withdrawal, Focus group discussion, Successful recovery.

# Roles of Anaq Vaie Association on Uplifting Vaie's Ethnic Cultural Heritage and Symbols Within Vaie Traditional Clothings in Bintulu, Sarawak

Siti Nur Rohani Hasbie\*, Mohamad Ibrani Shahrimin Adam Assim , Shairilizwan Taasim & Faizul Nizar Anuar

Universiti Putra Malaysia Bintulu Sarawak Campus

\*Email: correspondence: GS63867@student.upm.edu.my

#### Abstract

Cultural universals are the cultural traits that are common to any culture and the distinctions. Those traits determine the unique identity of the particular culture i.e the universal traits such clothing and fashion. One of the unique ethnic in Sarawak is the Vaie people are also known as, Baie, a name that came from an Arabic word means trade area (Vaie is one of the ethnic minority in Sarawak). This paper attempts to unravel the study on the cultural universality of Vaie ethnic in Bintulu, Sarawak. This study is based on a series of observations and field research, conducted by the activists of the Anag Vaie Association, Bintulu (PAVB), namely the president and the members of the highest committee of PAVB. This study adopted an ethnographic method. It consists of several research steps from the library research process with data collection and literature review through careful perusal and field research on Vaie ethnic traditional clothing. The objective of this study is to identify the roles that have been realized by PAVB in uplifting Vaie's ethnic cultural heritage i.e to identify the types of symbols in traditional clothing. This study also examined the efforts of PAVB in introducing and reviving the Vaie ethnic traditional art in Bintulu, Sarawak. Relevant to the current situation, the findings indicate that PAVB had contributed various efforts on uplifting Vaie's ethnic cultural heritage and symbols within Vaie's traditional and some distinctive efforts for future plannings. The findings also portrayed that PAVB is always ready to impart knowledge to those who are particularly interested in learning the art of the traditional cultural heritage of the Vaie ethnic group. The PAVB emphasized that the cultural preservation programs aimed to ensure it's sustainability and does not disappear due to current modernization. As indicated in the study, the findings highlight the critical need to provide better understandings of Vaie ethnic's corpus of knowledge by improving the numbers of intellectuals among ethnic minorities. These intellectuals may provide valuable guidelines for the Vaie ethnic generation in the future. The goal to maintain their cultural traditions directly impacts and emphasizes the need to attain the 11th goal of the Sustainable Development Goals (SDG), which is to make cities and human settlements inclusive, safe, resilient and sustainable. Also, the finding of the current study is in line the with goal 11.4, which calls for strengthening efforts to protect and safeguard the world's cultural and natural heritage.

**Keywords:** Vaie; cultural heritage; traditional dress; ethnographic; Sustainable Development Goal.

# Imagined Contact Effects on Intergroup Attitudes and Prosocial Behaviour: A Malaysian School Context

Aini Azeqa Ma'rof\*, Haslinda Abdullah & Hanina H. Hamsan

Institute of Social Science Studies, Universiti Putra Malaysia

\*Email: correspondence: azeqa@upm.edu.my

### Abstract

One of the main challenges in multiracial societies is to ensure the recognition of both majority and minority rights in order to enable positive contact to happen. In a multiracial society where one is dominant than the other, interracial contact is marked by higher levels of stress and anxiety than intraracial contact (Blascovich, Mendes, Hunter, Lickel, & Kowai-Bell, 2001; Dovidio, 2001). The physiological and psychological discomfort of interracial interaction begins when anticipating the interaction (Mendoza-Denton, Page-Gould, & Pietrzak, 2006), thus reducing the likelihood that people will initiate (Shelton & Richeson, 2005) or maintain interest in prolonged contact (Pearson et al., 2008). This may affect the effort to sustain intergroup relations. Although researchers have significantly documented the positive effect of intergroup contact, the process through which both majority and minority groups come to fully utilise imagined contact as a preparatory tool towards a more positive direct contact to occur is not yet well understood. Therefore, in this study, it is sought to address this gap by examining specifically the role of imagined contact in a multiracial school context level (which is dominated by the Malays) in benefiting not just the majority groups, but also the minority groups by using a structured and elaborated imagined contact instructions.

# Perceived Stress, Coping Abilities and Attitudes Towards Seeking Counselling Among University Students

Intan Nor Basyira & Maizatul Mardiana Harun\*

Department of Counselling Psychology and Counsellor Education, Faculty of Educational Studies, Universiti Putra Malaysia

\*Email: correspondence: maizatul.harun@upm.edu.my

#### Abstract

Since the COVID-19 pandemic, mental health difficulties have been the predominant problem, having an impact on a variety of daily tasks and personal capabilities. People are challenged by the abrupt changes in lifestyle and the accompanying financial demand, leading to stress, which is connected to a decline in mental health (Halliburton et al., 2021). Stress has a significant negative impact on people's psychological health, especially students who must manage the stress brought on by adapting to online learning as well as their performing duties as a member of their household (Orgev & Kinali, 2022; Idris et al., 2021). Students have reportedly felt a lot of stress since the epidemic started, according to Ibrahim et al. (2020). Without proper coping abilities, mental health problems cannot be addressed effectively. In fact, to make things worse, the students may be reluctant to seek counselling to relieve their stressful load due to a time constraint due to their overwhelmed daily routine (Theurel & Witt, 2022) and a lack of information on counselling availability, either online (Drissi et al., 2020) or by telephone. Thus, this study was conducted to explore the relationship between perceived stress, coping abilities, and attitudes towards seeking counselling among university students.

# A Preliminary Study On Food Safety Knowledge, Attitude And Self-reported Practices Of Consumers In Kuching, Sarawak

Nur Anisah Aspian<sup>1</sup> & Tunung Robin<sup>1,2\*</sup>

<sup>1</sup>Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus <sup>2</sup>Institut EkoSains Borneo, Universiti Putra Malaysia Bintulu Sarawak Campus

\*Email: correspondence: tunungrobin@upm.edu.my

### Abstract

Food safety has always been an issue in every country because without a good food safety system, the country will suffer not only socially, but also economically. In Malaysia, foodborne illness incidents occur annually and occasionally result in deaths. There has been many studies across the world regarding food safety KAP mostly conducted among food handlers and vendors but few for consumers. In Kuching, studies regarding food safety KAP of food handlers has been conducted but none for consumers. According to Bolek (2020), evaluating consumers knowledge, attitude and behaviour is critical for developing and implementing food safety rules and risk communication strategies that are effective.

## Consumers' Food Safety Knowledge, Attitude and Self-Reported Practices in Bintulu, Sarawak

Tunung Robin<sup>\*1,2</sup>, Faathirah Jamaluddin<sup>3</sup>, Nur Anisah Aspian<sup>2</sup>, Mohamad Ibrani Shahrimin Adam Assim<sup>2</sup>, Ismawati Sharkawi<sup>2</sup>, Ribka Alan<sup>2</sup>, Philip Lepun<sup>4</sup>, Anita Rosli<sup>1,2</sup>, Zahora Ismail<sup>1</sup>, Elexson Nillian<sup>5</sup>, Ubong Anyi<sup>6</sup>, Chandrika Murugaiah<sup>7</sup>

<sup>1</sup>Institut EkoSains Borneo, Universiti Putra Malaysia Bintulu Sarawak Campus

<sup>2</sup>Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus

<sup>3</sup>JR Statistics Research Centre, Cyberjaya, Selangor

<sup>4</sup>Faculty of Agricultural and Forestry Sciences, Universiti Putra Malaysia Bintulu Sarawak Campus

<sup>5</sup>Faculty of Resource and Science Technology, Universiti Malaysia Sarawak

<sup>6</sup>Molecular Laboratory, Microbiology Unit, Pathology Department, Sarawak General Hospital

<sup>7</sup>Faculty of Medicine and Health Sciences, Universiti Malaysia Sabah

\*Email: correspondence: tunungrobin@upm.edu.my

#### Abstract

Foodborne diseases can cause massive economic and social burden on societies and their health system, and developing countries are most affected. The major contributor to foodborne diseases is non-compliance with food handling guidelines, due to a lack of consumer awareness regarding food safety practices. Numerous studies have examined the food safety practices of students, abattoir workers, food handlers, as well as street food vendors. However, to the best of the author's knowledge, only a few studies have investigated food safety knowledge and practices among consumers in Sarawak, Malaysia, in particular Bintulu district. Therefore, this study focused on assessing the food safety knowledge, attitude and self-reported practices of consumers in Bintulu, Sarawak. This preliminary study used a quantitative approach with guestionnaires distributed to 50 consumers in Bintulu, Sarawak. A Likert five-point scale was used to determine consumers' perspectives on the issues and factors that led to food safety practices, and an average analysis was used to determine the levels. The findings indicated that consumers in Bintulu, Sarawak generally have good food safety knowledge, attitude and self-reported practices. Consumers' scores were high for food safety knowledge (M=4.16) and attitude (M=4.66). For self-reported practices, consumers' scores were high for hygiene practices (M=4.12), moderate for storage and cooking practices (M=3.21) and high for cross-contamination practices (M=4.16). This study gave an insight into the food safety knowledge, attitude and selfreported practices of consumers in Bintulu, Sarawak. The findings will be beneficial to local authorities and educational institutions in efforts to improve food safety knowledge among consumers.

**Keywords:** food safety, consumers, KAP, Bintulu

## An Investigation Of Pre-Service English Language Teachers' Multimodal Literacy In Malaysia

Mhd Fadzil NE<sup>1</sup> & Hashim H<sup>2</sup>

English Language Department, Faculty of Education, Universiti Kebangsaan Malaysia, Malaysia

#### \*Email: correspondence: nurin@upm.edu.my

## ABSTRACT

The advancement of technology has set a different setting of teaching and learning especially in the primary and secondary education. Even though multimodal and digital modes of representation are frequently used outside of educational context, learners nowadays are regards as digital natives which has urged the innovation of teaching by using various modes. Teachers effectively need to use digital technologies in accommodating information communication technology intervention in the classroom. Therefore, this quantitative study seeks to see the level of 40 pre-service English language teachers' multimodal literacy in Malaysia. The paper investigated three instances of multimodal literacy level by looking at the expression used by the pre-serviced teachers in the multimodal structures, the interpretation of content presented in the multimodal structure and the preferable multimodal structure used by the pre-service teachers. Implementing multimodal structures in teaching needs better understanding by the teachers in comprehending and interpreting the multimodal texts, designing and transferring knowledge to their students. The multimodal literacy of English language pre-service teachers are assessed through the Multimodal Literacy Scale developed by Bulut, Ulu and Kan (2015). The scores are evaluated in terms of gender, year of study, and the time use on the internet. Conclusions are drawn and suggestions are made for the reference of the future English language pre-service teachers in Malaysia.

Keywords: multimodality literacy, pre-service teachers, digital technology

# Structural, Morphological, Optical And Photoluminescence Properties Of Piperine Thin Films As Organic Light Emitting Diode (OLED)

M.A. Mohd Sarjidan <sup>\*1</sup>, A. Azlan<sup>1,2</sup>, F.A. Razak<sup>\*2</sup>

 <sup>1</sup> Low Dimensional Materials Research Centre, Department of Physics, Faculty of Science, University of Malaya, 50603 Kuala Lumpur, Malaysia
<sup>2</sup> Department of Science and Technology, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Campus, P.O Box 396, Nyabau Road, 97008 Bintulu, Sarawak, Malaysia

\*Email: correspondence: mohd.arif@um.edu.my, faridah\_ar@upm.edu.my.

## Abstract

In this paper, the structural, morphological, optical, and photoluminescence (PL) properties of piperine thin film have been investigated. The structural and morphological studies show that spin-coating methods can produce a high-quality piperine thin film from a solution. The optical and PL analysis revealed that the piperine exhibits a high band-gap above 3 eV and produces strong blue emission under 330 nm excitation. Moreover, the piperine can transfer an energy to tune the luminescence properties of poly[2-methoxy-5-(2-ethylhexyloxy)-1,4-phenylenevinylene] (MEH-PPV) thin film. The properties of piperine thin film obtained from this study seem very promising for applications as organic light emitting diode.

**Keywords:** Piperine, MEH-PPV, XRD, atomic force microscopy, FTIR, Optical absorption, Luminescence.

## Promoting Awareness in Handling of Used Cooking Oil for Biodiesel Production in Bintulu Sarawak, Malaysia

Nor Shafinaz Azman<sup>1</sup>, Nurul Husna Che Hamzah<sup>1</sup>, Nozieana Khairuddin<sup>1\*</sup>, Tengku Sharifah Marliza, Azira Sanusi<sup>1</sup>, Azizul Hakim Lahuri<sup>1</sup>, and Md Bazlul Mobin Siddique<sup>2</sup>

<sup>1</sup>Department of Science and Technology, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, 97008 Bintulu, Sarawak, Malaysia.

<sup>2</sup>Faculty of Engineering, Computing and Science, Swinburne University of Technology Sarawak, 93350 Kuching, Sarawak, Malaysia.

\*Email: correspondence: nozieana@upm.edu.my

### Abstract

Most Malaysians use cooking oil in daily food preparation and for reheat food purposes The leftover cooking oil from household, restaurant, and the food industry will generate used cooking oil (UCO which could lead to wastewater problems However, the UCO can be used to produce biofuels, plunge renewable diesel, and hydro treated esters and fatty acids ( a type of jet fuel (Kristiana Baldino 2021 since it is a low carbon feedstock The chemical properties of biodiesel indicate it is non toxic, biodegradable, and more feasible for engine combustion Currently, the abundance of UCO creates serious issues since the recycling of UCO for food preparation by illegal recyclers poses inconsiderable harm to human health and food safety issues This study examines the attitudes and practices in food premises in Bintulu, Sarawak, Malaysia, in the handling of UCO and support towards biodiesel production Besides, the willingness of sending UCO to authorised collection hub UPM Biorefinery Centre was also investigated The results of this study will enhance the current government policies on the management of UCO and promote the development of biodiesel production in the industrial district.

## Plant Leaves in Traditional Food Wrapping and Packaging: Culture and Identity of Melanau Ethnic in Sarawak

Zahora Ismail<sup>a</sup>\*, Patricia King Jie Hung<sup>a,b</sup>,Tunung Robin<sup>a,c</sup>, Mugunthan Perumal<sup>a</sup>, Adam Harris Gerten Ritay Abdullah<sup>d</sup>, and Maznah Muning<sup>e</sup>

 <sup>a</sup>Institute of Ecosystem Science Borneo (IEB), Universiti Putra Malaysia Bintulu Sarawak Campus, P.O. Box 396, Nyabau Road, 97008 Bintulu, Sarawak, Malaysia
<sup>b</sup>Department of Crop Science, Faculty of Agricultural and Forestry Sciences, Universiti Putra Malaysia Bintulu Sarawak Campus, Jalan Nyabau, 97008 Bintulu, Sarawak, Malaysia
<sup>c</sup>Department of Social Sciences and Management, Faculty of Humanities, Management and Sciences, Universiti Putra Malaysia Bintulu Sarawak Campus, Jalan Nyabau, 97008 Bintulu, Sarawak, Malaysia
<sup>d</sup>Malaysia Agriculture Research Development Institute (MARDI) Bintulu, KM55, Jalan Bintulu-Miri, 97000 Bintulu, Sarawak

<sup>e</sup>Faculty of Tropical Forestry, Universiti Malaysia Sabah, Jalan UMS, 84000 Kota Kinabalu Sabah, Malaysia

\*Email: correspondence: zahora\_i@upm.edu.my

#### Abstract

The basic role of food packaging is to protect the inner content from outside influences such as bacteria, germs or anything that could affect the taste of the food. Apart from that, packaging is also used to protect the food from damages and to pack the food. In short, the safety of the inside food and minimum environmental impact are essential. In addition, food packaging must be costeffective which satisfies requirements from consumers. The bio-geographical setting of local plant species provides useful resource for traditional food wraps that has been practiced for generations. This research aims to explore the use of leaves in food wraps practiced by the Melanau ethnic in Sarawak. This study was conducted from June until December 2022 involving 400 respondents of Melanau ethnic in several villages in Mukah dan Bintulu who are knowledgeable and skilled in the traditional food preparation. Eight (8) species has been selected that are widely used by the Melanau ethnic as food wrappers. The species are Nipah leaves (Nypa fruiticans), Pandan leaves (Pandanus amaryllifolius), Nyirik leaves (Phacelophrynium maximum), Banana leaves (Musa spp.), Palas leaves (Lucasia sp.), Upih Pinang (Areca catechu), Simpoh leaves (Dillenia suffruticosa), and Mengkudu leaves (Morinda citrifolia). Most of preparation of traditional foods use the leaves of this plant especially during festivals and events causing a relatively high demand in the market. The leaves of this plant obtained from market (pasar tamu), planted in gardens, and grow naturally in certain areas. Hopefully with this documentation effort can be a reference for the entrepreneurs to meet market demand by cultivating the species in addition to preserving this species. Traditional food packaging,

especially from leaves and other part of the plants are biodegradable. The traditional food is one tourism product that this country could offer. The continuing and future promotion of the cultural identity could be achieved through such preservation of the local and traditional food packaging.

Keywords: traditional food wraps, food packaging, Melanau, Sarawak, culture.

## Mainstreaming the Flood Risk Reduction into Local Building Code in Malaysia

Nurin Mansoor<sup>1,2\*</sup>, Akbariah Mohd Mahdzir<sup>3</sup>, Khamarrul Azahari Razak<sup>1</sup>

<sup>1</sup>Disaster Preparedness and Prevention Center, MJIIT, Universiti Teknologi Malaysia <sup>2</sup>Faculty of Design And Architecture, Universiti Putra Malaysia <sup>3</sup>Management of Technology, MJIIT, Universiti Teknologi Malaysia

\*Email: correspondence: nurinmansoor@gmail.com

#### Abstract

According to the most recent flood impact statistics released by the Department of Statistics Malaysia in the year 2022, residential buildings contribute to the second highest flood losses, therefore calling for an urgent need to provide a flood-resilient residential building to lower the flood risk and improve its performance. The huge floods that wreaked havoc in major cities throughout the Klang Valley in December 2021 have prompted the question of whether rethinking residential architecture could help prevent similar destruction in the event of future disasters. To address these challenges, priority 3 of the post-2015 Sendai Framework for Disaster Risk Reduction calls for a coordinated effort around rehabilitation of building codes and standards.

# **∂@⊡upmkb** www.btu.upm.edu.my