

Organized by:



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI

**Kampus
Bintulu
Sarawak**



Book of Abstracts

iRandau 2021

RANDAU@UPMKB: INTERNATIONAL CONFERENCE OF SOCIAL SCIENCES AND MANAGEMENT

**Theme:
Empowering Community and Beyond**

Co-Organized by:

Faculty of Human Ecology (FEM), UPM
Tan Sri Empiang Jabu Research Chair (TSEJRC)



facebook.com/UniPutraMalaysia

[@uputramalaysia](https://twitter.com/uputramalaysia)

instagram.com/uniputramalaysia

youtube.com/user/bppupm

AGRICULTURE • INNOVATION • LIFE

**Randau@UPMKB:
International Conference of
Social Sciences and Management
(iRandau 2021)**

Theme:
Empowering Community and Beyond

22 – 23 June 2021

BOOK OF ABSTRACTS

Editors:

Tunung Robin
Shairil Izwan Taasim
Yasmin Yacob
Nurul Nadwa Zulkifli
Adrian Daud

TABLE OF CONTENTS

List of Oral Presentation	3 - 7
List of Poster Presentation	8
List of Publication Only	9 - 10
Abstracts	11 - 85

ORAL PRESENTATION

22 JUNE 2021

SLOT 1 (2.00 PM – 5.00 PM)

CODE	TITLE	PAGE
A-1	Confirmatory Factor Analysis (CFA) for the Instrument of Personality, Safety Climate, and Safety Performance in the Malaysia Manufacturing Sector Nurul Hidayu Mat Jusoh, Siti Aisyah Panatik, Mohd Ibrani Shahrimin Adam Assim, Yasmin Yaccob & Nurul Nadwa Zulkifli	11
A-2V	Applying the Theory of Planned Behavior to Healthy Eating Intention Among Malaysian Adults Ismawati binti Sharkawi, Malisah Latip & Zainalabidin Mohamed	12
A-3	Safety Workaround of Registered Nurses in Malaysia Public Hospitals: A Pilot Study Surekha Rajandiran, Nor Wahiza Abdul Wahat & Anusuiya Subramaniam	13
A-4	Tracing the Growth of Sarawak Pepper Rhemaneeta Allan, Adrian Daud, Neilson Teruki, Aryaty Alwie, Suraya Hanim Mokhtar & Ribka Alan	14
A-5	Penan Community Satisfaction towards Infrastructure Facilities: A Case Study at Murum Resettlement Site, Belaga Sarawak Modin Ambau, Pakhriazad Hassan Zaki, Mohamad Maulana Magiman & Diana Emang	15
1	The Effect of Psychological Contract Fulfillment and Spirituality in the Workplace towards Lecturer Performance in Research Alex Winarno, Daniel Kisahwan & Deni Hermana	16
2V	The Effect of Website Quality and Trust on Customer Loyalty on Tix Id in Bandung Alya Nabila & Mahir Pradana	17
3V	The Effect of Free Shipping and Online Customer Review on Purchasing Decision at Shopee Regista Dewi Ambarwati & Mahir Pradana	18
4V	The Effect of Knowledge Sharing on Employee Performance at PT Haleyora Power Region 1 Jawa Barat Gita Ambar Riani & Bachruddin Saleh Luterlean	19
5V	The Influence of Organizational Culture and Knowledge Sharing on Employee Performance of Indonesia Bureau of Logistics (Bulog) Head Office Vania Melati Pramesty & Anita Silvianita	20
6V	The Impact of Social Media Influencer on Purchase Decisions Mediated by Brand Image Variable on Matoa Watch Product Evi Rifdah Putri & Arlin Ferlina Mochamad Trenggana	21

7V	The Effect of the Event Virtual Impact Circle Aiesec Bandung on the Awareness About Sustainable Development Goals on Students in Bandung City Alsafina Ramadhanti & Martha Tri Lestari	22
8V	Social Interaction Process <i>Virtual Lover</i> Player role player in <i>Squad Kaden</i> via Media Social Twitter Nisa Ramadhanti & Gayes Mahestu	23
9	The Influence of Service Quality and Price on Customer Satisfaction on Sate Taichan Restaurant Seuhah Bandung Mutia Firda Khairunnisa & Mahir Pradana	24

23 JUNE 2021
SLOT 2 (8.30 AM – 10.30 AM)

CODE	TITLE	PAGE
B-1	Youth Digital Hub Modelling in promoting ICT knowledge sharing and its application among Youth Community of Practice Rusli Abdullah	25
B-2	Revisiting Social Media Crisis Communication Model for Building Resilience via Artificial Neural Network Analysis Umar Ali Bukar, Marzanah A. Jabar, Fatimah Sidi, Rozi Nor Haizan binti Nor, Salfarina Abdullah & Akmar Hayati Ahmad Ghazali	26
B-3	I'm Lonely: Loneliness Leads to Smartphone Addiction and Cyber Bully Among Youths? Akmar Hayati Ahmad Ghazali & Nurul Farhana Saharuddin	27
B-4	A Survey of the Community's Level of Concern for Environmental Sustainability during the Covid-19 Pandemic Situation in Malaysia Haliza Abdul Rahman, Jeffrey Lawrence D'silva & Dzuhailmi Dahalan	28
B-5	Leadership Development Process: Positive Youth Development through Coaching among Youth Leaders Mohd Mursyid Arshad, Nasreen Khanum Nawab Khan & Ismi Arif Ismail	29
B-6	Mobile Phone Usage, Sleep Quality, and Life Satisfaction Among University Students in Malaysia Haslinda Abdullah, Nurul Fatehah Marzuki & Aini Azeqa Ma'rof	30
B-7	The View Point of Klang Valley's Community on the National Transformation Policy: A Failure or Success Story? Zatul Himmah Adnan, Haslinda Abdullah, Siti Rahah Harun, Alia Shuhada Marjuni & Wan Nor Azilawanie Tun Ismail	31
B-8	Participation of Iban Women in Side-Income Earning in Sarawak Anita Rosli, Adrian Daud & Juniza Md Saad	32
B-9	Community Empowerment of Iban Women in Sarawak: Assessment on Personality Traits and Skill Competencies	33

	Yasmin binti Yacob, Mohd Ibrani Shahrinin Adam Assim & Nurul Hidayu Mat Jusoh	
B-10	Women Empowerment and Tourism Development of Dayak Community in Sarawak, Malaysia Puvaneswaran Kunasekaran, Neethiahnanthan AriRagavan & Joaquim Dias Soiero	34
B-11	Systematic Review of Iban Political Studies Siti Noranizahhafizah Boyman & Jayum A. Jawan	35

23 JUNE 2021
SLOT 3 (11.00 AM – 1.00 PM)

CODE	TITLE	PAGE
C-1	Peranan Pemimpin Rukun Tetangga Dalam Merealisasikan Agenda Dasar Perpaduan Negara Sarjit S. Gill, Zulkhairi Zainal, A.T Talib, Mohd Roslan Rosnon & K. Puvaneswaran	36
C-2V	Issues and Challenges in Evaluating Community Impact Study on Knowledge Transfer Program: Researchers' Reflection Zainal Madon, Misni Surif, Asnarulkhadi Abu Samah, Mahazan Muhammad & Abdul Hadi Sulaiman	37
C-3V	Fostering Spirituality in Community Development Ratna Rohida Ab Razak, Haji Ahmad Nasir Mohd Yusoff, Rahimah Embong & Aiza Maslan	38
C-4	The Ordinary World of Drug Addicts: A Case Study Among Ex-Drug Users in Negeri Sembilan, Malaysia Hanina H. Hamsan, Aini Azeqa Ma'rof, Haslinda Abdullah, Azlina Mohd. Khir & Syaidatul Khadijah Mohd Yunos	39
C-5	User Experience: Impact Occupational Factors on Safety and Health Through Ergonomic Approach Among Older Taxi Drivers Community in Malaysia Irwan Syah Md Yusoff, Muhammad Heikal Ismail & Elistina Abu Bakar	40
C-6	Turn Up the Volume: Community Empowerment during Covid-19 Through Music Connections Camellia Siti Maya Mohamed Razali & Marzelan Salleh	41
C-7	Empowering a Community of Learners: A Qualitative Case Study of Sebaru, Bintulu, Sarawak Mohamad Ibrani Shahrinin Adam Assim, Fatimah Wan Adini, Yasmin Yacob, Rahayu Abdul Aziz, Rubiah Taib, Richard Awang, Catherine Bertia Tinjim, Annie James, Alif Afiq Yusup, Awang Simon Awang Bujang & Salina Janis	42
C-8	Community and the Empowerment of Support: A Case Study of the Management of Sebaru and S(A)Mis, Bintulu Online Parent-Teacher Associations (PTA) Annual General Meetings Mohamad Ibrani Shahrinin Adam Assim, Fatimah Wan Adini, Rahayu Abdul	43

	Aziz, Dayang Latifah Abang Sam, Awang Simon Awang Bujang, Salina Janis, Shairil Izwan Taasim, Yasmin Yaccob & Nurul Hidayu Mat Jusoh	
C-9	Empowering a Community of Change: A Case Study on the Perceptions of Readiness of Educators on Ts25 Implementation in Bintulu, Sarawak Mohamad Ibrani Shahrinin Adam Assim, Salina Janis, Fatimah Wan Adini, Albariah Mustapha, Dayang Latifah Awang Sam, Awang Simon Awang Bujang, Nurul Hidayu Mat Jusoh, Abdul Nasir Rosli, Puvaneswaran Viknees Baran, Nancy Ahmadie Chen & Dayang Faridah Awang Sam	44
C-10	Volunteers as Community Empowerment: A Case of Universiti Putra Malaysia Bintulu Campus Engagements and Communal Impacts in Sarawak Mohamad Ibrani Shahrinin Adam Assim, Rohazaitulamni Radzlan, Mohd Shahidi Ismail, Zainal Aroha Zainal Arsad, Fatimah Wan Adini, Dayang Latifah Abang Sam, Nurul Aleena Ruman, Rahayu Abdul Aziz, Salina Janis & Awang Simon Awang Bujang	45
C-11	Collaborative Nature of Randau: A Documentation of Intellectual Community Empowerment via RANDAU@UPMKB Initiatives Mohamad Ibrani Shahrinin Adam Assim, Yasmin Yaccob, Nurul Hidayu Mat Jusoh, Shairil Izwan Tasim, Salina Janis, Fatimah Wan Adini, Dayang Latifah Abang Sam & Awang Simon Awang Bujang	46
C-12	Community Empowerment and Implicit Racial Stereotype Measurement in Malaysia Mohamad Ibrani Shahrinin Adam Assim, Rohaizahtulamni Radzlan, Mohd Shahidi Ismail, Zainal Aroha Zainal Arsad, Salina Janis, Yasmin Yaccob, Nurul Hidayu Mat Jusoh & Shairil Izwan Taasim	47

**23 JUNE 2021
SLOT 4 (2.00 PM – 4.00 PM)**

CODE	TITLE	PAGE
V-1	Help-Seeking Behavior of University Students During Covid-19 Pandemic: Psychological Openness, Indifference to Stigma, Help-Seeking Propensity Xing Lee & Khee Hoong Ho	48
V-2	Effects of Organizational Justice and Organizational Citizenship Behavior on Employee Turnover Intention Noraini Rusbadrol, Siti Aisyah Panatik, Azlineer Sarip & Faizah Mohd Fakhruddin	49
V-3	Trauma-Focused Neurofeedback: A Case Report on Emotional-Based Customized Protocol for Anxiety and Focus Problem Lee Jia Wen, Koo Kian Yong, Chew Boon Tao & Loh Jun Ming	50
V-4	Education and Social Mobility among Orang Asli in Johor: The Social Impact of UiTM Jaslin Md Dahlan, Rohani Jangga, Norlina M. Ali, Muruga Chinniah & Ahmad Nawawi Yaakob	51

V-5	Increasing Graduation Rate: Academic Hardiness, Academic Locus of Control, Tolerance of Ambiguity, Students' Engagement and Automatic Negative Thoughts Dexter Chi Eng Tan & Khee Hoong Ho	52
D-1	Conceptualization of the Profile of Workers' Safe Behavioral Potentials for the Management of Accident Risk at Oil and Gas Construction Sites in Bintulu, Sarawak Lai Hon Kuan, Nor Mariah Adam, Yiu Pang Hung, Mohd Ibrani Shahrudin Adam Assim, Omar Faruqi Marzuki & Nurul Hidayu Binti Mat Jusoh	53
D-2V	Management and Development of an Assessment Tool in Predicting Competencies of Oil and Gas On-Shore Contractor Workers in Sarawak Sazali Bin Saini, Mohd Ibrani Shahrudin Adam Assim, Omar Faruqi Marzuki & Yasmin Yacob	54
D-3	Identification of Parameters Required to Reduce Emergency Response Time for an Integrated Facility Zamal Bin Bujang, Nor Mariah Adam, Shahfinaz Kamarudin, Omar Faruqi Marzuki & Mohamad Ibrani Shahrudin Adam Assim	55
D-4	Management of Risk at the Sungai Sarawak Barrage Goh Chin Guan, Nor Mariah Adam, Omar Faruqi Marzuki, Ellie Teo Yi Lih & Yiu Pang Hung	56
D-5	Feasibility Study on the Imperatives for the Simulation of Ammonia Release Management Abdani Abdul Gafor, Nor Mariah Adam, Mohd Ibrani Shahrudin Adam Assim, Azizul Hakim Lahuri & Omar Faruqi Marzuki	57
D-6	Managing the Attributes of Pilot Errors in the Process of Redevelopment of Marine Pilot Reliability Index (MPRI): A Systematic Literature Review Tiong Kuong Chiing, Nor Mariah Adam, Omar Faruqi Marzuki & Wong Tze Jin	58

POSTER PRESENTATION

CODE	TITLE	PAGE
PO-1	Public Awareness on Biodiversity Conservation in Bako National Park: A Pilot Testing Mohamad Syahrul Nizam Ibrahim & Suziana Hassan	59
PO-2	Influence of Distributive Justice, Procedural Justice and Interactional Justice on Employee Engagement in Public Healthcare Region of Hyderabad, Pakistan Rawal Khan Khuhawar & Anusuiya Subramaniam	60
PO-3	Ready-to-eat Food: Consumption Habits and Perception among University Students and Employees Tunung Robin, Basurra, R.S., Kavita, C., Alan, R., Chandrika, M. & Ubong, A.	61
PO-4	The Behaviour of Youth Self-Potential Development in Anugerah Remaja Perdana Rakan Muda Program Yasmin binti Yaccob & Mohd Ibrani Shahrudin Adam Assim	62
PO-5	Online Market Survey on Consumer Perception of Quality and Freshness of Chicken Eggs Based on Brand Recognition Qiao Jun Ooi, Suhaili Mustafa, Masnindah Malahubban, M. Nasir Hassan, Sharifah Salmah Syed-Hussain, Herinda Pertiwi & Juriah Kamaludeen	63
PO-6	Using Remote Sensing in Study of El Niño Extreme Differences between 1997/1998 and 2015/2016 Ricky Anak Kemarau & Oliver Valentine Eboy	64
PO-7	Approach in Strengthening Patriotism among Students through Patriotism-Based Courses Ku Hasnita Ku Samsu, Zatul Himmah Adnan, Mohd. Mahadee Ismail, Lee Yok Fee, Arfah Ab Majid & Ratna Roshida Ab Razak	65
PO-8	The View of Multi-Religious Society on Islamic as the Religion of the Federation Zatul Himmah Adnan, Haslinda Abdullah, Siti Rahah Harun & Alia Shuhada Marjuni & Wan Nor Azilawanie Tun Ismail	66

PUBLICATION ONLY

CODE	TITLE	PAGE
PB-1	Government Debt: An Empirical Analysis with Structural Break for the Economy of Malaysia Shairil Izwan Taasim, Adrian Daud, Mohamad Ibrani Shahrudin Bin Adam Assim & Yasmin Binti Yacob	67
PB-2	Descriptive Analysis: Television Uses among Rural Area Community in Sarawak Ribka Alan, Md Salleh Hassan, Bolong, J., Mohd Nizam Osman, P. Lepun & Kamarudin, S.	68
PB-3	Troll: Issues Discussed using Meme in Mid-2018 Faizul Nizar Bin Anuar, Fauziah Ahmad & Sabariah Mohamed Salleh	69
PB-4	Counseling Cancer Patients: A Case Study of Perspectives of Professional Counselors and Cancer Patients in Malaysia Siok Ping Voon & Siaw Leng Chan	70
PB-5	Contributor Factors for Psychological Well-Being: A Qualitative Study of Teachers' Perspective in Malaysia Siaw Leng Chan, Mohamad Ibrani Shahrudin Adam Assim & Fong Peng Lim	71
PB-6	Does Religious Belief Influence Children's Emotional Intelligence? A Systematic Review and Meta-analysis Azadeh Mousavi	72
PB-7	Does Critical Thinking Influence Children's Emotional intelligence? A Systematic Review and Meta-analysis Azadeh Mousavi	73
PB-8	"Thinking Style and Emotional intelligence among Western and Non- Western countries: Systematic Review and Meta-analysis" Azadeh Mousavi	74
PB-9	The Challenges of Covid-19 Pandemic on Tourism Detrimental to Community well-being in Bako National Park, Sarawak, Malaysia Mohamad Syahrul Nizam Ibrahim, Mohd Ibrani Shahrudin Adam Assim, Syarifah Kamariah Wan Mohammad, Shazali Johari & Suziana Hassan	75
PB-10	Politik Penaungan Dalam Pilihanraya di Sarawak. Kajian Kes Di Dun N.34 Batang Ai Semasa Pilihanraya Negeri Sarawak Ke-11. Anthony Anak Tutong & Neilson Ilan Mersat	76
PB-11	Relationship Between Extension Agents Knowledge and Attitude with the Farmers Perception Towards Sustainable Pepper Farming Albinus Tan, Ribka Alan, Nurul Hidayu Mat Jusoh & Malisah Latip	77
PB-12	Low Carbon Society: Malaysia Fadzilah Bt Yusof	78

PB-13	The Impact of Customer Engagement on Twitter @Netflixid to Build Electronic Word of Mouth (E-WOM) Kusariani Adinda Saraswati & Ira Dwi Mayangsari	79
PB-14	The Effect of the Sociolla Beauty Wonderland 12.12 Wonder Sale Program on Consumer Purchase Decisions in The Pandemic Time Covid-19 Aisyah Izzatul Lathifa & Indria Angga Dianita	80
PB-15	Integrated Marketing Communication of BP Batam during The Covid-19 Pandemic Alvelia Rizki Daravonna & Indria Angga Dianita	81
PB-16	Orbitgear's Marketing Communication Strategy through Instagram in Building Brand Awareness Andru Andhika Rakha Ramadhan & Indria Angga Dianita	82
PB-17	Interpersonal Communication of Parents Assistance in Online Learning Process in the Pandemic of Covid-19 at Sdn Ibu Dewi 6 Cianjur Vesty Trya Vegianti, Agus Aprianti S.IKom. & M I.Kom.	83
PB-18	Representation of Patriarchal Culture in the Film "Something Old, New, Borrowed and Blue" Atma Dian Wiratama & Freddy Yusanto	84
PB-19	The Influence of Information on Nexcare Indonesia Instagram Account towards the Masks Purchasing Decision as a prevention of Covid 19 Contagion Rizky Camalia & Indria Angga Dianita	85

Confirmatory Factor Analysis (CFA) for the Instrument of Personality, Safety Climate, and Safety Performance in the Malaysia Manufacturing Sector

Nurul Hidayu Mat Jusoh^{1*}, Siti Aisyah Panatik², Mohd Ibrani Shahrinin Adam Assim¹, Yasmin Yaacob¹ & Nurul Nadwa Zulikifli³

¹Department of Social Science and Management Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, Bintulu, Sarawak, Malaysia

²School of Human Resources Development & Psychology, Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia, Johor Bahru, Johor, Malaysia

³Department of Science and Engineering, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, Bintulu, Sarawak, Malaysia

*Corresponding author's email: nurulhidayu@upm.edu.my

Abstract

This paper aims to draw on the application of Confirmatory Factor Analysis (CFA) in Structural Equation Modeling (SEM), to test the validity and reliability of instruments in the study of personality, safety climate, and safety performance in the Malaysia manufacturing sector. Exploratory factor analysis (EFA) was employed to determine the best sub-factors and items for the instrument, while confirmatory factor analysis (CFA) was performed to test and validate the measurement model. Confirmatory Factor Analysis (CFA) using Structural Equation Modeling (SEM) Partial Least Square (PLS), has been used to test the validity and reliability of the instruments. Various tests i.e., construct validity analysis, construct reliability, validity convergent as well as discriminatory validity to filter the best items that can represent the constructs in the study. Results from CFA indicated that two items from the Safety Performance Scale (SPS) had to be discarded to confirm that the model was fit. Meanwhile, all items from the Safety Climate Scale (SCS) and Mini-International Personality Item Pool (IPIP) were maintained. Overall, the final version of the instrument consisted of Safety Climate Instruments (46 items), Big Five Personality Instruments (20 items), and Safety Performance Instruments (37 out of 39 items).

Keywords: Confirmatory Factor Analysis; Structural Equation Modeling; Personality Big Five; Safety Climate; Safety Performance

Applying the Theory of Planned Behavior to Healthy Eating Intention among Malaysian Adults

Ismawati Sharkawi^{1*}, Malisah Latip¹ & Zainalabidin Mohamed²

¹Department of Social Science and Management, Faculty of Humanities, Management and Science, Universiti Putra Malaysia

²Department of Agribusiness and Bioresource Economics, Faculty of Agriculture, Universiti Putra Malaysia

*Corresponding author's email: ismawat@upm.edu.my

Abstract

Despite the rising awareness on practicing healthy eating habits, statistics show the severity of the health state of Malaysian population. This indicates that most people may not have transformed their awareness into healthier eating behaviors. In response to this discrepancy between awareness and behavior, it is crucial to develop some basis for understanding the intention towards healthy eating as intention is believed to lead to performing desired behaviors. Therefore, this study aimed to identify the significant factors influencing Malaysians' healthy eating intention with the application of Theory of Planned Behavior (TPB). A sample of 1,719 adults participated in this study. The data were analyzed using multiple regression analysis. All exogenous constructs consisting of attitude ($\beta = 0.570$), perceived behavioral control ($\beta = 0.244$), and subjective norm ($\beta = 0.082$) have positive and significant relationship with healthy eating intention. The model explained 56.7% of the variance in healthy eating intention with attitude being the most influential predictor. The findings confirm the applicability of TPB and provide indispensable insights in understanding the factors influencing the healthy eating intention among Malaysian adults. These findings can be used further to develop effective intervention programs in promoting healthier eating behaviors among the population.

Keywords: healthy eating; intention; Theory of Planned Behavior

Safety Workaround of Registered Nurses in Malaysian Public Hospitals: A Pilot Study

Surekha Rajandiran^{1*}, Nor Wahiza Abdul Wahat² & Anusuiya Subramaniam³

¹School of Graduate Studies, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia

²Department of Professional Development & Continuing Education, Faculty of Educational Studies, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia

³School of Business and Economics, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia

*Corresponding author's email: surekha_2301@yahoo.co.uk

Abstract

Safety workarounds are made under the strain to regard rules or fulfil other work needs, they can likewise have negative outcome, for example, therapeutic mistakes, which can in this manner lead to wounds or even patient demise. Nevertheless, studies on safety workaround carried out among nurses are scarce. Thus, this study describes a pilot study that examine the influence of psychosocial safety climate, burnout, work engagement and communication barriers on safety workaround among nurses in Malaysian public hospitals. The pilot study was performed upon the approval of National Medical Research Register (NMRR) and Medical Research Ethic Committee. Self-administered questionnaires were distributed to 30 respondents with informed consent. Descriptive analysis and reliability analysis were used to analyze the data via statistical analysis in IBM SPSS version 27.0. 93.7% of the nurses working in public hospitals in Malaysia were females and 90.7% of the were Malays. 53.7% were 31 years old and above and 91.8% were married. 63.1% nurses' duration of working experiences were more than 10 years and 38.6% were attached to Medical wards and 13.4% were attached to Surgical wards. The Cronbach's alpha in each variable is ranging from 0.760 to 0.948. The reliability analysis findings assert that organizational weather composed of individual perceptions concerning practices, tactics and policies; nation of emotional, physical, and intellectual exhaustion prompted by means of immoderate and prolonged stress; multidimensional build, characterized as a positive, satisfying, work-related state of intellect; communication boundary is anything that anticipates us from accepting and understanding the messages others utilize to communicate their data, ideas and thoughts; and the complexity of care within a system and an increasing number of calls for standardization, personnel increase inconsistent and idiosyncratic work styles, are having high level of internal consistency prior proceeding to actual study.

Keywords: psychosocial safety climate; burnout; work engagement; communication barriers on safety workaround

Tracing the Growth of Sarawak Pepper

**Rhemaneta Allan¹, Adrian Daud^{1,2*}, Neilson Teruki¹, Aryaty Alwie¹,
Suraya Hanim Mokhtar¹ & Ribka Alan¹**

¹Department of Social Science and Management, Faculty of Humanities,
Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus,
Nyabau Road, 97008 Bintulu, Sarawak, Malaysia

²Institut Ekosains Borneo, Universiti Putra Malaysia Bintulu Sarawak Campus, 97008
Bintulu, Sarawak, Malaysia

*Corresponding author's email: adrian@upm.edu.my

Abstract

This study was done to analyse the growth performance of Sarawak white and black pepper from the year 1990 to 2019. Compound Annual Growth Rate (CAGR) method was used to measure the growth performance. From the study, it is found that the area of cultivation and local consumption have increased for the overall period by 1.531 percent and 10.016 per percent per annum. The production and export performance for the overall period have decreased by -0.879 percent and -3.501 percent per annum. The findings suggest that an apt price stabilizing policy needs to be enacted to protect pepper producers from experiencing the negative impact of price fluctuations.

Keywords: Sarawak pepper; compound annual growth rate; production

Penan Community Satisfaction towards Infrastructure Facilities: A Case Study at Murum Resettlement Site, Belaga Sarawak

Modin Ambau¹, Pakhriazad Hassan Zaki^{1*}, Mohamad Maulana Magiman² & Diana Emang¹

¹Department of Forestry Science and Biodiversity, Faculty of Forestry and Environment, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor Darul Ehsan, Malaysia

²Department of Social Science and Management, Faculty of Humanities, Management and Science, Universiti Putra Malaysia, Bintulu Campus, Nyabau Road, 97008 Bintulu, Sarawak, Malaysia

*Corresponding author's email: pakhriazad@upm.edu.com

Abstract

Murum Resettlement Site (MRS) is one of the government's programmes aimed at ensuring a better future for communities impacted by Sarawak's dam developments. The Penan was the largest community being relocated to MRS in 2013 for the construction of Murum Dam. This relocation programme has resulted in various impacts and reactions from those involved. The objectives of this study are to examine the programme's impact and to determine the Penans' level of satisfaction with the infrastructure development provided. This study was conducted in December 2020 at MRS using quantitative and qualitative approaches. Data were collected using questionnaires, in-depth interviews and field observations. A total of 269 household heads and six key informants were interviewed. SPSS software was used to analyse the data collected. The findings indicated that the Penans were somewhat satisfied with the facilities and infrastructures provided at MRS because they improved their socioeconomic situation. However, study suggest that there need more improvements in terms essential service such as providing multiple clean water use priorities for households, healthcare and better road conditions. Better road conditions can stimulate economic activity and social improvement, leading to easier access and a virtuous circle that reduces poverty and improves the lives of the Penans.

Keywords: Penan; resettlement site; dam; Belaga; Sarawak

The Effect of Psychological Contract Fulfillment and Spirituality in the Workplace towards Lecturer Performance in Research

Alex Winarno^{1*}, Daniel Kisahwan² & Deni Hermana³

¹Department of Business Administration, Telkom University, Bandung, Indonesia

²Daniel Kisahwan, Human Resources Practitioner

³Department of Management, Pakuan University, Bogor, Indonesia

*Corresponding author's email: winarno@telkomuniversity.ac.id

Abstract

Lecturer assignments at private universities require support and involvement. Physical, cognitive and affective expressions of the lecturer determine the success in putting forward research ideas that are able to show novelty. Current research results are still limited to fulfilling administrative obligations and have not shown a significant contribution to the development of science in terms of concepts, methods and values. Spirituality as an individual resource is not given enough attention. The purpose of this study is to analyze the effect Psychological Contract Fulfillment (PCF) and Spirituality in the workplace towards lecturer performance in research. The method used a survey on private university lecturers in the provinces of West Java and Banten, Indonesia. Data analysis using covariant based SEM. The results showed that PCF had an effect on work engagement. PCF has a relationship with spirituality. The spirituality that is practiced and understood by lecturers in the workplace is a spirituality that shows transcendental meaning and becomes a new source for PCF, involvement. Work Engagement produces performance as long as it is driven by PCF and Spirituality. The research implication is to integrate practice and understanding of spirituality as resources to support work engagement into lecturers' research activities.

Keywords: lecturer performance in research; private university; psychological contract fulfilment; spirituality in the work place

The Effect of Website Quality and Trust on Customer Loyalty on Tix Id in Bandung

Alya Nabila* & Mahir Pradana

Telkom University, Indonesia

*Corresponding author's email: alyanabila@student.telkomunivesity

Abstract

In digital era, technology development are rapidly, there are many benefits of technology advances felt by the public, one of which is in the online cinema ticket purchase service. TIX ID is an application that can make it easier for users to buy cinema tickets. The purpose of this study was to determine whether is an effect of website quality and trust on consumer loyalty of TIX ID app users in Bandung. The research uses quantitative methods with descriptive and causal research types. The sampling technique used non probability sampling with purposive sampling type, and the number of respondents was 100 respondents. The data analysis technique used is multiple linear regression analysis and it processed using SPSS version 23. The result show what that the variables of website quality and trust have appositive and significant effect on customer loyalty on TIX ID application, either partially or simultaneously. Based on the result of the coefficient of determination test, it is know that the effect of website quality and trust on customer loyalty on TIX ID application is 83,1% and remaining 16,9% is influenced by other variables not examined in this study.

Keywords: Website Quality; Trust; Customer Loyalty

The Effect of Free Shipping and Online Customer Review on Purchasing Decision at Shopee

Regista Dewi Ambarwati* & Mahir Pradana

Telkom University, Indonesia

*Corresponding author's email: registadewi@student.telkomuniversity.ac.id;
mahirpradana@telkomuniversity.ac.id

Abstract

This research is motivated by technological developments that change human behavior, especially in shopping. With the increasingly fierce competition between online shopping service providers, service providers are expected to be able to create value in order to retain consumers and the company is also expected to be able to continue to grow. This study aims to determine and analyze free shipping and online customer reviews on purchasing decisions on the Shopee application and their effects. The research method used in this research is quantitative with descriptive analysis and causality. The population of this study is Shopee consumers who have used the application and made transactions using free shipping coupons, the sampling technique used non-probability sampling with purposive sampling and the number of respondents was 100 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis. Based on the results of descriptive analysis of free shipping, online customer reviews and purchasing decisions, the variables are in a good category. The results of this study indicate that based on the variables measured simultaneously, namely free shipping and online customer reviews, they have a significant positive and significant impact on purchasing decisions. Meanwhile, the variables that are measured partially, namely free shipping and online customer review, affect purchasing decisions.

Keywords: Free Shipping; Online Customer Review; Purchasing Decision

The Effect of Knowledge Sharing on Employee Performance at PT Haleyora Power Region 1 Jawa Barat

Gita Ambar Riani^{1*} & Bachruddin Saleh Luterlean²

¹S1 Business Administration, Faculty of Communication and Business, Telkom
University

²Lecturer, S1 Business Administration, Faculty of Communication and Business,
Telkom University

*Corresponding author's email: gitaambarr@gmail.com;
bachruddin_saleh@yahoo.com

Abstract

Human resources in a company are employees who are the main driving factor in achieving company goals. Therefore, the company must manage the performance of its employees well. In the period January to November 2020, the employee performance of PT Haleyora Power Region 1 West Java a has not been optimal. This research was conducted to determine the effect of knowledge sharing which consists of knowledge donating and knowledge collecting on employee performance. This research uses quantitative methods with descriptive research type. The sampling technique used a nonprobability sampling technique with a saturated sampling category of 30 respondents. Data collection is using a questionnaire, which will be analyzed by multiple linear regression techniques. The results of the analysis show that partially the knowledge donating variable has a significant effect on 15.9%, while the knowledge collecting variable has a significant effect on employee performance variables by 49.1%. Simultaneously, knowledge sharing with the previously mentioned variables has a significant effect on employee performance by 65% while the rest is influenced by other variables not examined in this study.

Keyword: Knowledge Sharing; Knowledge Donating; Knowledge Collecting; Employee Performance

The Influence of Organizational Culture and Knowledge Sharing on Employee Performance of Indonesia Bureau of Logistics (BULOG) Head Office

Vania Melati Pramesty* & Anita Silvianita

Business Administration Program, Faculty of Communication and Business,
Telkom University Indonesia

*Corresponding author's email: vanprmsty@student.telkomuniversity.ac.id

Abstract

The Public Company of Indonesia Bureau of Logistics (BULOG) is one of the organizations that require a mechanism that can optimize various components of existing resources in order to regulate and improve human resources so that the company is able to adapt to its environment that are constantly changing. Many factors can be done by organizations related to this, including by optimizing aspects of organizational culture, knowledge sharing, and employee performance. This study aims to determine and analyze the influence of organizational culture and knowledge sharing on employee performance at BULOG Head Office. This research is using a quantitative method with a descriptive research type. The sampling method is non-probability sampling techniques with a total of 85 respondents from all employees at BULOG Head Office. While the data analysis technique used is descriptive analysis and multiple linear regression analysis. The results of the research based on the tests and multiple linear regression analysis conducted shows that there is a significant influence of organizational culture and knowledge sharing on employee performance, either partially or simultaneously. This shows that the higher the level of organizational culture and knowledge sharing, the performance of employees at BULOG Head Office also increases.

Keywords: Organizational Culture; Knowledge Sharing; Employee Performance

The Impact of Social Media Influencer on Purchase Decisions Mediated by Brand Image Variable on Matoa Watch Product

Evi Rifdah Putri* & Arlin Ferlina Mochamad Trenggana

School of Communication and Business, Telkom University, Bandung, Indonesia

*Corresponding author's email: evirifdah@student.telkomuniversity.ac.id;
arlinferlina@telkomuniversity.ac.id

Abstract

Matoa is a pioneer of wooden watches in Indonesia. With the presence of competitors, making one of the promotional strategies using social media influencers is used to convey information to make it look more attractive to potential consumers. Therefore, this study was conducted to determine how much influence social media influencers have on the intention to buy Matoa watches mediated by Brand Image. Using quantitative and descriptive research methods. The population in this study are Instagram followers @Matoa_id with a sample of 400 respondents. The sampling technique in this study is non-probability sampling with an analytical method, namely path analysis. Data processing is done using SPSS ver.25. From the results of the hypothesis that social media influencers (X) on purchase intention (Y) have a significant direct effect. Social media influencer (X) has a significant direct effect on brand image (Z). Brand image has a significant direct effect on purchase intention (Y) and social media influencer has a significant indirect effect on purchase intention mediated by brand image (Z).

Keywords: Brand Image; Purchase Intention; Social Media Influencer

The Effect of the Event Virtual Impact Circle Aiesec Bandung on the Awareness about Sustainable Development Goals on Students in Bandung City

Alsafina Ramadhanti* & Martha Tri Lestari

School of Communication and Business, Telkom University

*Corresponding author's email: alsafina.ramadhanti@gmail.com;
marthadjamil@telkomuniversity.ac.id

Abstract

Pandemic COVID-19 disrupts every aspect of human life and causes quite tragic consequences for everyone, In the short term, it is clear that COVID-19 is a significant threat to world progress, especially Indonesia in improving the SDGs. AIESEC in Bandung created a webinar event to helps students in overcoming difficult situations like this by providing knowledge and created awareness about Sustainable Development Goals (SDGS). The purpose of this paper is to analyse whether the existence of the Virtual Impact Circle Event can affect students by increasing their understanding and knowledge about the SDGs. The result shows that event virtual impact circle has a positive impact on establishing awareness about the SDGs. This paper will be useful for other researchers in other similar fields to understand that an event can be a great strategy to develop awareness for students.

Keywords: Event; Awareness; Sustainable Development Goals; Students

Social Interaction Process *Virtual Lover* Player role player in *Squad Kaden* via Media Social Twitter

Nisa Ramadhanti* & Gayes Mahestu

Telkom University, Bandung, Indonesia

*Corresponding author's email: nisramm@gmail.com

Abstract

The rapid development of information technology influences the social aspect of society, namely the hectic use of social media Twitter. This social media connects all communities in all parts of the world, one of which is the Roleplay community. Those who do role play on Twitter usually play famous characters or actors from Korea. Some associations contain several members with interest in the same concept; these associations are commonly known as Squads. The squad itself is an association of role player players who, on average, are made with the most attractive concept possible so that it attracts the attention of role player players to join in. This phenomenon becomes interesting because these Roleplayers are sometimes trapped in the roles they play and undergo virtual love relationships in earnest. This study uses a constructivist paradigm with qualitative research methods. Another finding shows that the social interaction process of role player actors who undergo Virtual Lover on Twitter can be divided into two groups: si the one who stages of interacting and getting to know each other then the stage of establishing a relationship if there is a match. The factors that influence social interaction for role player actors who undergo Virtual Lover on Twitter are divided into internal factors, namely the willingness of role player actors to recognize, understand and accept the nature of their partner, adapt, and provide tolerance as well as external factors support from fellow Roleplayers and friends. In real life, in virtual relationships.

Keywords: Social Interaction; Virtual Lover; Roleplayer; Twitter

The Influence of Service Quality and Price on Customer Satisfaction on Sate Taichan Restaurant Seuhah Bandung

Mutia Firda Khairunnisa^{1*} & Mahir Pradana²

¹Prodi S1 Administrasi Bisnis, Faculty of Business Communication

² Lecturer of the Faculty of Business Communication, Telkom University

*Corresponding author's email: firdaamutia@student.telkomuniversity.ac.id;
mahirpradana@telkomuniversity.ac.id

Abstract

Innovations in the culinary world have grown rapidly in recent years, including innovation in the type of satay. Sate Taichan Seuhah is a micro, small and medium enterprise (UMKM) in the culinary field that innovates in making various types of satay without using peanut sauce or soy sauce like satay in general but using spicy chili sauce. In maintaining the existence of a business, it takes an understanding of the needs, demands, and desires of customers to be able to design marketing strategies to create satisfaction for customers. Therefore, this study aims to determine whether there is an effect either simultaneously or partially from the quality of service and the price offered by Resto Sate Taichan Seuhah on customer satisfaction. Sampling in this study was done by using non-probability sampling method type purposive sampling, with the number of respondents as many as 100 people. This study uses quantitative methods with data analysis techniques using descriptive analysis and multiple linear regression analysis. It can be concluded from the results of data processing using SPSS version 25 that the quality of service and price partially and simultaneously has a positive and significant effect on customer satisfaction at Resto Sate Taichan Seuhah Bandung. The magnitude of the influence of service quality and price together is 62.1% on customer satisfaction, and the remaining 37.9% is influenced by other factors not examined in this study. The highest level of influence is price, followed by the service quality variable.

Keywords: Service Quality; Price; and Customer Satisfaction

Youth Digital Hub Modelling in promoting ICT knowledge sharing and its application among Youth Community of Practice

Rusli Abdullah^{1,2}

¹Institute for Social Science Studies (IPSAS), UPM

²Faculty of Computer Science and Information Technology, UPM

Abstract

Youth and information communication of technology (ICT) are two concepts that is working and relating each other right now especially in supporting the knowledge sharing and its application of youth community of practice (YCoP). Those concepts can be extended in terms of on how the youth as a community of practice can make used of the ICT knowledge as a platform for their best of future purposes. However, some of the members of youth community is still not aware on how ensure that the ICT can be shared and applied them as much as possible for enhancing their work entirely. Therefore, by proposing the model of youth digital hub, it can be motivated the members of YCoP to use the model as a guideline in ensuring that they can make used the ICT for any purposes of their life efficiency and effectively.

Keywords: Youth; Youth community of practice; ICT; Youth Digital Hub; knowledge sharing

Revisiting Social Media Crisis Communication Model for Building Resilience via Artificial Neural Network Analysis

Umar Ali Bukar¹, Marzanah A. Jabar^{1,2*}, Fatimah Sidi³, Rozi Nor Haizan binti Nor¹, Salfarina Abdullah¹ & Akmar Hayati Ahmad Ghazali²

¹Department of Software Engineering and Information System, Faculty of Computer Science and Information Technology, Universiti Putra Malaysia (UPM), Serdang 43400, 9, Malaysia

²Social Science Studies Institute, Universiti Putra Malaysia, Putra InfoPort, 43400 UP, Serdang, Selangor Darul Ehsan, Malaysia

³Department of Computer Science, Faculty of Computer Science and Information Technology, Universiti Putra Malaysia (UPM), Serdang 43400, Malaysia

*Corresponding author's email: marzanah@upm.edu.my

Abstract

The devastating effects of crises and how social media usage assists or informs stakeholders are attracting attention recently. This study explored the literature on social media crisis communication and resilience and evaluated the predictors of public resilience and the impact of social media activities on public resilience. Using the artificial neural network (ANN) approach, this study sought to determine the effect of the crisis, crisis response, and social media interaction on public resilience. The ANN evaluates the mean value of the normalized performance from ten neural networks generated through cross-validation. The results indicate crisis response and social media interaction as the most significant predictors of resilience. Also, the findings show that it is desirable to continue studying the public's roles, motives, and actions on social media. The study offered theoretical justification to advance effective social media crisis management and communication.

Keywords: Social media; Crisis communication; Resilience; Social interaction; ANN

I'm Lonely: Loneliness Leads to Smartphone Addiction and Cyber Bully Among Youths?

Akmar Hayati Ahmad Ghazali* & Nurul Farhana Saharuddin

Institut Pengajian Sains Sosial (IPSAS)
Universiti Putra Malaysia

Abstract

Loneliness can be categorized as a feeling caused by identity crisis during adolescence. During this time, loneliness is encountered, but not as a disease. Youths regularly access social media using smartphones, which have become one of the irreplaceable component of our lives, to reduce feelings of isolation. Cyberbullying is an intentional online act of hurting, embarrassing or humiliating another individual through electronic media. This paper is to explore whether loneliness can influence smartphones addiction and cyberbullying among youth. By using a quantitative approach, a total of 400 youths in Selangor, Malaysia were selected to be the respondents of this study by using a multi-stage cluster sampling. A supportive environment that can reduce cyberbullying activities should be developed by all relevant parties, including parents, teachers, educators, and all members of virtual communities. Parental supervision is highlighted and it is hoped that loneliness, smartphones addiction and, cases of cyberbullying among youth can be minimized.

Keyword: Loneliness; Smartphones Addiction; Cyberbullying; Effect; Youth

A Survey of the Community's Level of Concern for Environmental Sustainability during the Covid-19 Pandemic Situation in Malaysia

Haliza Abdul Rahman^{1,2*}, Jeffrey Lawrence D'silva¹ & Dzuhailmi Dahalan¹

¹Institute for Social Sciences Studies, Putra InfoPort, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia

²Department of Environmental and Occupational Health, Faculty of Medicine and Health Sciences, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia

*Corresponding author's email: dr.haliza@upm.edu.my

Abstract

Environmental sustainability is very important for the survival of human life. Therefore, the community must be nurtured both formally and informally to have the knowledge, awareness and practice of sustainable sustainability. The objective of the study was to look at the level of concern of the Malaysian community towards environmental sustainability during the Covid-19 pandemic situation from phase 1 to phase 4. This study is a cross-sectional study of Malaysian people aged 18 years and above. This quantitative research approach used the online questionnaire as a data collection tool with 507 respondents. The main findings indicate that the community's concern for the environment during the Covid-19 CPP was at 77.1%, which is moderate. Although the community has begun to show concern for the environment, especially during the Covid-19 CPP, the findings indicate that there is still a lot of room for improvement. Amongst the need to improve the knowledge, awareness, practices and attitudes of the community on environmental sustainability include issues such as composting, management of used cooking oil, rainwater harvesting for various uses and recycling.

Keywords: concern; community; pandemic Covid-19; environmental sustainability

Leadership Development Process: Positive Youth Development through Coaching among Youth Leaders

Mohd Mursyid Arshad^{1*}, Nasreen Khanum Nawab Khan² & Ismi Arif Ismail¹

¹Institute For Social Science Studies, Universiti Putra Malaysia,
43400, Serdang, Malaysia

²Faculty of Educational Studies, Universiti Putra Malaysia,
43400, Serdang, Malaysia

*Corresponding author's email: m_mursyid@upm.edu.my

Abstract

Youth leadership is an element critically needed in nation building agenda. The establishment of youth leadership will form the line of successors that will maneuver the socioeconomic and political landscape. The involvement of new youth leadership talent can be enhanced through wider exposure and professional training, including via coaching. This paper discusses the potential of coaching in youth leadership development program on positive youth development. Besides the development of internal asset such as leadership skill enhancement, to what extent does coaching provide the opportunity for youth to harness one's ecological asset through the access possessed by coach? The link between coaching and youth leadership development is viewed through its contribution to positive youth development.

Keywords: Positive Youth Development; Coaching; Leadership; Youth Leaders

Mobile Phone Usage, Sleep Quality, and Life Satisfaction Among University Students in Malaysia

Haslinda Abdullah^{1,2*}, Nurul Fatehah Marzuki¹ & Aini Azeqa Ma'rof^{1,2}

¹Faculty of Human Ecology, Universiti Putra Malaysia

²Institute of Social Science, Universiti Putra Malaysia

Abstract

Life satisfaction is a cognitive evaluation on one's life, ranging from positive to negative. This study aims to determine the relationship between mobile phone usage, sleep quality, and life satisfaction among university students in Malaysia. Sample of this study was 463 university students from National University of Malaysia (UKM) and University Putra Malaysia (UPM), age between 18-30 years old. Sample was chosen using snowball technique. Instruments used for this study are Satisfaction with Life Scale (SWLS), Test of Mobile Phone Dependence (TMD), and Cleveland Adolescence Sleep Questionnaire (CASQ). Data was collected using an online self-administered survey questionnaire. Statistical Package for Social Sciences (SPSS) was used to analyse the data. Pearson correlation was used to describe relationships between the three variables. In determining the predictor of life satisfaction, multiple regression was conducted to determine which factors contribute most to life satisfaction among university students. The result shows that mobile phone usage contributed positively amounting to 21.3% of students' quality of life ($\beta = .213$; $p < .05$) and sleep quality contributed negatively to 36.9% of students' quality of life ($\beta = -.369$; $p < .05$). Majority of university students, who participated in this study are having an average level of satisfaction with life. These results showed that, being a young adult and university students at the same time, decreases their perception on how they feel and evaluate on life satisfaction.

Keywords: Mobile phone usage; Sleep quality; life satisfaction; university students

The View Point of Klang Valley's Community on the National Transformation Policy: A Failure or Success Story?

Zatul Himmah Adnan*, Haslinda Abdullah, Siti Rahah Harun,
Alia Shuhada Marjuni & Wan Nor Azilawanie Tun Ismail

Institute For Social Science Studies, Universiti Putra Malaysia

Abstract

National Transformation Policy (NTP) was one of the major policies introduced by the sixth PM, Dato Seri Najib Tun Razak (2009-2018). The policy started in 2011 and planned to execute until 2020 under the Tenth and Eleventh Malaysian Plan. The policy aimed at taking Malaysia out of the middle-income trap and drive the country to be a high-income economy by 2020. Few studies and official annual reports highlighted the success and positive achievement of various programmes under the transformation policy. However, how the community, especially the urban community perceived the programmes? Did the community aware of all the offered programmes? Were all the programmes delivering well to the target group? Identifying the community's opinion on any policy is crucially important as part of assessing the policy delivery and implementation. Whilst the policy ended with the end of *the Barisan Nasional* government, the assessment of the policy remains important for a policy lesson. This paper aims to share some viewpoints of *the Klang* Valley community towards the 16 programmes under the NTP. This study was conducted in 2018 involved two phases of data collection i.e., six interviews and a survey using questionnaires with 450 respondents from four districts of Klang Valley. The data shows that some community received well some programmes, whereas a significant number of respondents were not aware of the existence of some of the programmes. Despite having some good programmes, the government might fail to fully utilise the government machinery to reach the community in delivering the programmes.

Keywords: Community, Klang Valley, Middle-income trap

Participation of Iban Women in Side-Income Earning in Sarawak

Anita Rosli^{1,2*}, Adrian Daud^{1,2} & Juniza Md Saad³

¹Department of Social Science & Management, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, 97000 Bintulu, Sarawak, Malaysia

²Institut Ekosains Borneo, Universiti Putra Malaysia Bintulu Sarawak Campus, 97000 Bintulu, Sarawak, Malaysia

³Department of Science and Technology, Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, 97000 Bintulu, Sarawak, Malaysia

*Corresponding author's email: anitarosli@upm.edu.my

Abstract

This study investigates the participation of Iban women in side-income activities in Sarawak. Iban women popular with daily activities such as farming, handicraft making, and traditional food processing. Nowadays, they are also involved in business, either physical or online business. The target population in this study is Iban women who are involved in side-income activities in Sarawak. This study will identify type of side-income activities, highlight any obstacles to women's participation in income-earner activities, and propose relevant solutions. This research will employ a quantitative approach by distributing the questionnaire to the target group and data will be analyzed by using descriptive analysis. From the findings of the study, the researcher will come out with suggestions about how to reduce and solve problems faced by Iban women in side-income earning, especially to those who have low education level and fewer skills. For instance, what relevant programs and training that we can provide to overcome their issues. Thus, such trainings could help them to do home business and earn income to support the family. Side-income earners among Iban women not only benefit the family but it benefits the Iban society and encourages Iban women development and empowerment.

Keywords: Iban Women; Development; Empowerment; Sarawak

Community Empowerment of Iban Women in Sarawak: Assessment on Personality Traits and Skill Competencies

Yasmin Yaccob* , Mohd Ibrani Shahrinin Adam Assim & Nurul Hidayu Mat Jusoh

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

*Corresponding author's email: yasmin_y@upm.edu.my

Abstract

Two aspects that have a major influence on initiatives to empower the community of Iban women in Sarawak are personality traits and skills competencies. This study will focus on Iban women as the majority ethnic group in Sarawak. The aims of this concept paper are to critically review and identify gaps in current literature on community empowerment, personality traits and skill competencies and come out with expected outcome and recommendation for future research. This study uses a quantitative approach with a descriptive design through questionnaire form, which is a modified instrument of the Big Five and Competencies Skills that will refer to generic knowledge, skills, and attitudes. Impact personality traits and skills competencies of the respondents will be assessed in this study. Correlation analysis will look at the correlation between personality traits and level individual skill competencies. The findings of the study will explain further the personality traits of Iban women, and the skills possessed for the market-appropriate job. Further studies are suggested to include more indicators for enhancing Iban women empowerment initiatives.

Keywords: Personality; Skill; Iban Women; Empowerment

Women Empowerment and Tourism Development of Dayak Community in Sarawak, Malaysia

**Puvaneswaran Kunasekaran^{*}, Neethiahnathan AriRagavan
& Joaquim Dias Soiero**

Faculty of Social Sciences and Leisure Management, Taylor's University Malaysia

*Corresponding author's email: puvaneswaran.kunasekaran@taylors.edu.my

Abstract

This paper aims to explore the unique cultural attributes owned by the Dayak women for tourism development. In addition, the existing natural products and their utilization for tourism sustainability are also captured. Tourism sustainability is measured from main three dimensions; economic, sociocultural, and environmental sustainability. This study proposes a qualitative approach. The outcome of this study is based on a systematic literature review on sustainable tourism and community empowerment. Apart from that, this study also reveals the readiness of the native community to involve in the tourism business and the challenges faced by them to develop tourism in their area. The cultural uniqueness of the community is recognized by both the international tourists and the other Malaysian communities. However, the development of tourism to expose the culture of the community to outsiders is still questionable. The preliminary data shows that the communities are very proud of their culture and surrounding nature. They are willing to share their uniqueness with outsiders. However, lesser exposure and support from other stakeholders make their effort slow and diminished. Thus, this study is essential to create awareness to outsiders about the unexplored rural resources to amplify their uniqueness without destroying it by commodification.

Keywords: women empowerment; Dayak; sustainable tourism; community development

Systematic Review of Iban Political Studies

Siti Noranizahhafizah Boyman^{1*} & Jayum A. Jawan²

¹Faculty of Human Sciences, Universiti Pendidikan Sultan Idris (UPSI), 35900
Tanjung Malim, Perak, Malaysia

²Faculty of Humanities, Management & Sciences, Universiti Putra Malaysia Kampus
Bintulu Sarawak (UPMKB), 97008 Bintulu, Sarawak Malaysia

*Corresponding author's email: noranizah@fsk.upsi.edu.my

Abstract

The purpose of this study is to identify the number of studies, research themes and methods, and to fill the gap of Iban political studies in Malaysia. This study uses the method of systematic analysis of literature review through the Preferred Reporting Items for Systematic Review and Meta-Analyses (PRISMA) approach. The results show that there are four main findings. First, based on PRISMA's analysis, it shows that the total number of Iban political studies in Malaysia after the screening process is 24 (20 articles, four thesis) through to the rules and conditions determined by the researchers. Second, the findings show that there are seven themes in the study of Iban politics, namely political parties, political development or socio-political change, election, history, leadership, and women participation. From seven themes, eight articles/thesis focused on election themes, making it the themes that has the most articles. Third, as a result of PRISMA's analysis of 24 articles/theses, there are three types of approaches used in their research, quantitative, qualitative and a combination of quantitative and qualitative (Table 5). Findings show that there are three articles/theses that use a quantitative approach. For the qualitative approach, there are 20 articles/theses and only one article/thesis used combination of a quantitative and qualitative in conducting the study. Finally, the gap of Iban political studies in Malaysia, from 24 articles/theses analysed through PRISMA, there are gaps that are proposed to be implemented in the future such as the theme of women participation, leadership, and political participation. This is important to continue the development and continuity of Iban/Dayak politics in Malaysia. In addition, this paper also proposes to increase the number of studies related to Iban/Dayak politics in line with the current political changes that are more challenging. The implication, with the availability of preliminary studies based on systematic review can help researchers, students, political parties, or government to see other continuous and significant studies related to Iban politics can be done in the future.

Keywords: Iban, Dayak, politics, systematic review, Sarawak

Peranan Pemimpin Rukun Tetangga Dalam Merealisasikan Agenda Dasar Perpaduan Negara

Sarjit S. Gill*, Zulkhairi Zainal, Mohd Roslan Rosnon & K. Puvaneswaran

Fakulti Ekologi Manusia, Universiti Putra Malaysia

*Corresponding author's email: sarjit@upm.edu.my

Abstract

Dasar Perpaduan Negara (DPN) yang baharu merupakan dasar payung yang melakarkan usaha dan komitmen berterusan kerajaan bagi memupuk, mengukuh dan memelihara perpaduan dalam kalangan masyarakat Malaysia. DPN ini berteraskan konsep 'Perpaduan dalam Kepelbagaian' yang merupakan citra utama bagi melestarikan keharmonian sosial kalangan masyarakat multi-etnik seperti Malaysia. Peranan Rukun Tetangga amat penting untuk menjayakan DPN ini. Kawasan Rukun Tetangga (KRT), iaitu pertubuhan sukarelawan yang didaftarkan dibawah Jabatan Perpaduan Negara dan Integrasi Nasional (JPNIN). KRT merupakan organisasi yang terbesar dimiliki oleh agensi kerajaan. Segala bentuk pengurusan dan pentadbiran RT diuruskan oleh Ahli Jawatankuasa KRT yang terdiri daripada para pemimpin masyarakat serta mewakili pelbagai golongan etnik. Kefahaman pemimpin dan ahli KRT terhadap DPN amat penting agar transformasi RT dapat meningkatkan nilai tambah untuk membina modal sosial dalam usaha menjayakan agenda perpaduan nasional. Sungguhpun RT mengalami pelbagai cabaran sama ada secara dalaman mahupun luaran, namun komitmen pemimpin dan ahli KRT perlu diberikan pujian. Kertas konsep ini bertujuan mengupas peranan RT dalam menjayakan agenda DPN agar kelestarian perpaduan nasional menjadi pegangan dan panduan setiap ahli masyarakat ke arah membina sebuah 'Bangsa Malaysia' yang masih diidamkan. Justeru, penglibatan pemimpin dan ahli KRT dalam memastikan penduduk setempat meraikan perpaduan melalui pelbagai kegiatan sosial yang berteraskan saling menghormati, bekerjasama dan integriti akan menjayakan matlamat DPN. Kejayaan DPN ini banyak bergantung dengan penglibatan aktif ahli KRT di seluruh Malaysia.

Kata Kunci: Dasar Perpaduan Negara; Perpaduan Nasional; rukun tetangga; keharmonian sosial

Issues and Challenges in Evaluating Community Impact Study on Knowledge Transfer Program: Researchers' Reflection

Zainal Madon^{1*}, Misni Surif², Asnarulkhadi Abu Samah³, Mahazan Muhammad⁴, & Abdul Hadi Sulaiman²

¹ Faculty of Human Ecology, Universiti Putra Malaysia

² Knowledge Transfer Centre, Universiti Sains Malaysia

³ Institute for Social Science Studies, Universiti Putra Malaysia

⁴ Faculty of Social Sciences & Humanities, Universiti Kebangsaan Malaysia

*Corresponding author's email: zainalm@upm.edu.my

Abstract

Knowledge Transfer Program (KTP) is Malaysian government's initiative to transfer the required skills and knowledge from higher education institutions to the community. Evaluation of the KTP is part of the agenda to examine the impacts of the KTP on society. This study is among the pioneer researches to analyze the issues in conducting the community impact study. The study adopted qualitative research design using researcher's reflexivity approach. A total of 16 KTP communities' projects for the first rolling (2011 – 2013) were examined. The findings indicate that there are five core issues that emerged through the reflexive process of conducting the study. They include absence of database, timeframe, multiple beneficiaries and poor assessment of community needs. These issues equally are important for stakeholders, researchers and practitioners. Few recommendations are also put forward to improve the community project evaluation in the future.

Keywords: Knowledge Transfer Program (KTP); community impact study; social innovative community; reflective approach

Fostering Spirituality in Community Development

Ratna Rohida Ab Razak^{1*}, Haji Ahmad Nasir Mohd Yusoff¹, Rahimah Embong² & Aiza Maslan³

¹Faculty of Human Ecology, Universiti Putra Malaysia

²Faculty of Islamic Contemporary Studies, Universiti Sultan Zainal Abidin

³School of Humanities, Universiti Sains Malaysia

Abstract

The objective of this concept paper is to suggest that spirituality should be integrated into community development. As the impact of science on our lives grow stronger, religion and spirituality are playing greater role in reminding us of our humanity. A greater knowledge of spirituality is required to define the essence of spirituality. Based on the thinking of Dalai Lama, a spiritual Guru, this spiritual essence is defined as a moral compass that helps to balance the toxic emotions that often accompany modern materialism. This moral compass is an essential principle of the concept spirituality which includes the promotion of human values in order to have happier individuals, families and communities -- and, in that way, are strongly informed by spiritual values like wisdom, kindness, patience, generosity and compassion. The nexus between the vertical and horizontal spirituality is examined to highlight the inherent issues to bring in the spiritual approach into community development. The impact of spirituality in community development is discussed at length to testify that spirituality can play a pivotal part in changing the 'soulless life', arguing that the six dimensions of community development, namely economic, social, political, spiritual, cultural and environmental are strongly formed by spiritual values.

Keywords: Community, Religion, Spirituality

The Ordinary World of Drug Addicts: A Case Study Among Ex-Drug Users in Negeri Sembilan, Malaysia

Hanina H. Hamsan, Aini Azeqa Ma'rof, Haslinda Abdullah, Azlina Mohd. Khir & Syaidatul Khadijah Mohd Yunos

Abstract

The addiction recovery journey of each individual is different. Thus, this study is designed to explore and understand the ordinary world of drug addicts by indulging into the real life experience among survivors (ex-drug users). Specifically, this study is aimed at identifying the socio-demographic background of the informants and explore the real lives of drug addicts and their turning point on beginning the recovery process journey. This study adopted The Hero's Journey by Joseph Campbell (1987) as an exploration guide to understand the recovery journey process through 10 steps of personal transformations. However, this paper only scrutinized step-1 and 2 namely, The Ordinary World and Call to Adventure. Step-1 described the normal life such as one's norms, conditioned beliefs and behaviors. Meanwhile, step-2 explained one's conflicts or challenges that makes them begin the recovery journey. A total of 8 informants participated in this qualitative case study where the data was collected by using an in-depth interview. Result shows that substance use among informants started during adolescence to early adulthood where peer influence is the main causes of this drug-seeking behavior. Moreover, majority of the informants were former users of cannabis and syabu. Meanwhile the reason of the transformation process from step-1 to step-2 varies for each informant. Some of them got a quick Call of Adventure but some took longer as in more than 5 years. The psychological and behavioral triggers that drive informants to change or start the recovery journey process as it does not only affect the informants themselves, but also affect the family bonding and relationships. Issues as divorce, fights and even involved with criminal activities making informants to start a new life journey. Overall, based on this case study, it is crucial to understand the addict's world, factors influenced drug-seeking behavior and environmental changes that can be used to identify and form an appropriate prevention programs among youth as early as primary school level to curb the spread of drug addiction particularly among youngsters.

Keywords: Drug Addicts; Behavior; Youngsters

User Experience: Impact Occupational Factors on Safety and Health Through Ergonomic Approach Among Older Taxi Drivers Community in Malaysia

Irwan Syah Md Yusoff^{1,2*}, Muhammad Heikal Ismail³ & Elistina Abu Bakar⁴

¹Department of Resource Management and Consumer Studies, Faculty of Human Ecology, Universiti Putra Malaysia, Serdang 40300, MALAYSIA

²Malaysian Research Institute on Ageing Universiti Putra Malaysia, Serdang 40300, MALAYSIA

³Department of Chemical and Environmental Engineering, Faculty of Engineering, Universiti Putra Malaysia, Serdang 40300, MALAYSIA

⁴Department of Resource Management and Consumer Studies, Faculty of Human Ecology, Universiti Putra Malaysia, Serdang 40300, MALAYSIA

*Corresponding author's email: irwansyah@upm.edu.my

Abstract

One of the alternative professions that may include the older community is taxi drivers. Subsequently, they have to take explicit thought during driving activities as indicated by their capacity and ability to sustain their lives while minimizing health problems and increasing safety. Therefore, this paper aimed to study from a user experience the impact occupational factors on safety and health by an ergonomic approach among older community taxi drivers in Malaysian. A cross-sectional study was led utilizing a self-administered survey instrument. Purposive method sampling used base on inclusive criteria; age 60 years old and above, self-driving taxi more than one year, no disabilities and registered with Ministry of Transport (MOT). A total of 443 respondents participated in the study. SPSS software version 20.0 to analyze the data. More than half of the respondents (70.0%) felt back pain in the past 12 months, and 75.4% in the last seven days. There is a significant relationship health problem ($p < 0.05$) between variables; BMI, smoking status, carrying luggage into the trunk, supporting of the backrest for the whole body, the effect of the seat size on comfortable driving, feeling of back pain is mainly due to the seat design and long-distance driving and driving posture analysis at the high-risk position and awkward body posture on seat design during handling task. The low implication awareness on ergonomics education could increase health problem and decrease safety while handling the task among older taxi driver's community in Malaysia.

Keywords: older; taxi drivers; safety and health; ergonomic; Malaysian

Turn Up the Volume: Community Empowerment During Covid-19 Through Music Connections

Camellia Siti Maya Mohamed Razali^{1*} & Marzelan Salleh²

¹Department of Music, Faculty of Human Ecology, Universiti Putra Malaysia,
43400 Serdang, Malaysia

²Department of Music, Faculty of Creative Arts, University of Malaya,
50603 Kuala Lumpur, Malaysia

*Corresponding author's email: camellia@upm.edu.my

Abstract

The Covid-19 pandemic has certainly brought everyone into unprecedented times and unto an indefinite future. While many are enduring the challenges during this period, there are still many struggling to cope. Physical, emotional, psychological and mental issues as well as health, domestic, and social problems arise adding possible threats and worry for the community. For the past year and a half, it has been a grim and forbidding situation for communities around the world. Empowerment is related to confidence and ability of making one's own decisions and to do things for one's self, but, the scale and impact of the Covid-19 virus has forced us to restrict our movements, restrain us from carrying out our normal activities, disallowed physical affection, and blocked us from being natural social creatures. This will possibly lead to feelings of discouragement or disempowerment. This paper shall look into the theory of social connection into increasing empowerment in the community and how this can be achieved through music during Covid-19 pandemic lockdowns and restrictions. It will include observations of music activities carried out on online platforms and online social media by various online communities. By examining the methods, music genres, approaches, modes, and context of presentations, these will give an overview of the current forms of social connections made through online music making activities in pursuance of community empowerment.

Keywords: Covid-19; music; empowerment; social connection; social media

Empowering a Community of Learners: Qualitative Case Study of Sebaru, Bintulu, Sarawak

Mohamad Ibrani Shahrinin Adam Assim^{1*}, Fatimah Wan Adini², Yasmin Yacob¹, Rahayu Abdul Aziz², Rubiah Taib², Richard Awang², Catherine Bertia Tinjim², Annie James², Alif Afiq Yusup², Awang Simon Awang Bujang³ & Salina Janis²

¹Universiti Putra Malaysia

²SMK Baru Bintulu

³SMK Baru Bintulu PTA

*Corresponding author's email: ibrani@upm.edu.my

Abstract

This study examined the patterns of a school management practices on empowering a community of learners of SMK Baru Bintulu (SEBARU) in an educational computer environment. Rogoff's Sociocultural Theory and the three foci of analyses were utilized in this study. A multi-method case study design was employed to identify the patterns of management of students as community of online learners via an extra-curricular activity unique to the students of SMK Baru, Bintulu, Sarawak. Seven dominant interaction patterns related to socioculturally appropriate-management interactions of school children were examined. Factors facilitating and inhibiting the management interactions were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with SEBARU schoolteachers and the secondary school children. Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view of children's understanding as community of learners within an educational computer environment.

Keywords: Community of learners; Sociocultural analyses; SEBARU students; Management interactions; online learning; qualitative case study

Community and the Empowerment of Support: A Case Study of the Management of Sebaru and SK(A)MIS, Bintulu Online Parent-Teacher Associations (PTA) Annual General Meetings

Mohamad Ibrani Shahrinin Adam Assim^{1*}, Fatimah Wan Adini², Rahayu Abdul Aziz², Dayang Latifah Abang Sam³, Awang Simon Awang Bujang⁴, Salina Janis², Shairil Izwan Tasim¹, Yasmin Yaccob¹ & Nurul Hidayu Mat Jusoh¹

¹Universiti Putra Malaysia

²SMK Baru Bintulu

³SK(A) MIS Bintulu

⁴SMK Baru Bintulu PTA

*Corresponding author's email: ibrani@upm.edu.my

Abstract

This study focussed on the phenomena of support on the management on empowering Parent-Teacher Associations (PTA) of SMK Baru Bintulu (SEBARU) and SK(Agama) Majlis Islam Sarawak in an online computer environment of annual general meeting (AGM) sessions. A methodological tool of Rogoff's Sociocultural Theory and the three foci of analyses were utilized in this study. A multi-method case study design was employed to identify the patterns of management practices of both teachers and parents as support communities of online participants of two respective AGMs of SMK Baru, Bintulu, and SK(Agama) Majlis Islam Sarawak, Bintulu, Sarawak. Four dominant interaction patterns related to socioculturally appropriate-management practices and interactions of school and teacher's support were examined. Factors facilitating and inhibiting the empowerment of the management practices and interactions were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with SEBARU and SK(A)MIS schoolteachers and the parents of the school children. Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view of the empowerment factors in managing and practice of support from communities and school management entities.

Keywords: Community support; Community empowerment; sociocultural analyses; SEBARU and SK(A)MIS Bintulu; Management interactions; qualitative case study

Empowering a Community of Change: A Case Study on the Perceptions of Readiness of Educators on TS25 Implementation in Bintulu, Sarawak

Mohamad Ibrani Shahrinin Adam Assim^{1*}, Salina Janis², Fatimah Wan Adini², Albariah Mustapha², Dayang Latifah Awang Sam³, Awang Simon Awang Bujang⁴, Nurul Hidayu Mat Jusoh¹, Abdul Nasir Rosli², Puvaneswaran Viknees Baran², Nancy Ahmadi Chen², Dayang Faridah Awang Sam²

¹Universiti Putra Malaysia

²SMK Baru Bintulu

³SK(A)MIS Bintulu

⁴SMK Baru Bintulu PTA

*Corresponding author's email: ibrani@upm.edu.my

Abstract

Change and empowerment involved intertwined factors of perceptions and practices. This study investigated the perceptions of their readiness levels of SMK Baru, Bintulu's educators in relation to the implementation stage of TS25 programs and activities. 65 teachers and school administrators were involved in a survey on gauging their perceptive views on the TS25 programs scheduled to be implemented in the year 2021 onwards. Rogoff's Sociocultural Theory and the three foci of analyses were utilized to examine the multiple views and various dimensions of the respondents' perceptions. A multi-method case study design was employed to identify the relationships between knowledge, attitude and practices of both teachers and school administrators on TS25 implementations. Two dominant patterns of perceptions related to socioculturally appropriate knowledge management practices and the school and teacher's infrastructural supports were examined. Factors facilitating and inhibiting the empowerment of the knowledge management practices were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with SEBARU schoolteachers. The conceptual model of Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view of the empowerment factors in managing knowledge and practice of change needed in supporting the implementation of TS25 programs.

Keywords: Community of change; Readiness perception; Sociocultural analyses; SEBARU and SK(A)MIS Bintulu; TS25 implementation

Volunteers as Community Empowerment: A Case of Universiti Putra Malaysia Bintulu Campus Engagement and Communal Impacts in Sarawak

Mohamad Ibrani Shahrinin Adam Assim^{1*}, Rohazaitulamni Radzlan¹, Mohd Shahidi Ismail², Zainal Aroha Zainal Arsad², Fatimah Wan Adini³, Dayang Latifah Abang Sam⁴, Nurul Aleena Ruman⁴, Rahayu Abdul Aziz⁴, Salina Janis⁴, Awang Simon Awang Bujang⁵

¹Universiti Putra Malaysia

²Tellnsearch Plt. Malaysia

³SMK Baru Bintulu

⁴SK(A)MIS Bintulu

⁵SMK Baru Bintulu PTA

*Corresponding author's email: ibrani@upm.edu.my

Abstract

The concept of volunteerism includes an element of empowerment. Previous studies had indicated that the need of a community empowerment may derived from volunteering practices. This study explored the patterns of interactions of collaborative engagements of two schools in Bintulu, Sarawak with Universiti Putra Malaysia Bintulu Campus (UPMBC) in empowering voluteers. In identifying collaborative engagement patterns, Rogoff's Sociocultural Theory and the three foci of analyses were utilized to gauge recurring themes of interactions. A multi-method case study design was employed to identify the patterns of collaborative engagement of student voluteers as community empowerment via an extra-curricular activities of SMK Baru, SK(A) MIS, and UPMBC, Bintulu, Sarawak. Four dominant collaborative engagement patterns related to socioculturally appropriate-collaborative interactions were examined. Factors facilitating and inhibiting the collaborative engagement interactions were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with respondents from UPMBC, SEBARU, SK(A)MIS in Bintulu, Sarawak. Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view on the understanding of volunteers as community empowerment within the context of university-community knowledge transfer ecosystem environment.

Keywords: Community empowerment; volunteering practice analyses; school students; communal interactions, qualitative case study

Collaborative Nature of Randau: A Documentation of Intellectual Community Empowerment via RANDAU@UPMKB Initiatives

Mohamad Ibrani Shahrudin Adam Assim^{1*}, Yasmin Yacob¹, Nurul Hidayu Mat Jusoh¹, Shairil Izwan Tasim¹, Salina Janis², Fatimah Wan Adini², Dayang Latifah Abang Sam³ & Awang Simon Awang Bujang⁴

¹Universiti Putra Malaysia

²SMK Baru Bintulu

³SK(A)MIS Bintulu

⁴SMK Baru Bintulu PTA

*Corresponding author's email: ibrani@upm.edu.my

Abstract

Universiti Putra Malaysia envisaged to be meaningful knowledge transfer centre for the immediate local and international communities. Randau@UPMKB 2021 was designed to engage the community of learners within the framework of university-community knowledge transfer networks. This study explored the collaborative nature of interactions among the intellectual community of Randau@UPMKB speakers in 2021 at Universiti Putra Malaysia Bintulu Campus (UPMBC), Bintulu, Sarawak. In identifying pertinent collaborative engagement patterns, Rogoff's Sociocultural Theory and the three foci of analyses were utilized to gauge recurring themes of intellectual engagements and interactions. A multi-method case study design was employed. Three dominant collaborative intellectual engagement patterns related to the socioculturally appropriate-intellectual interactions were examined. Factors facilitating and inhibiting the collaborative intellectual engagement and interactions were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with respondents from Randau@UPMKB 2021 series. Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view on the understanding of intellectual engagements as community of learners' empowerment within the context of university-community knowledge transfer ecosystem environment.

Keywords: Collaborative interactions; Randau@UPMKB; Community empowerment; Universiti Putra Malaysia, knowledge transfer, qualitative case study

Community Empowerment and Implicit Racial Stereotype Measurement in Malaysia

Mohamad Ibrani Shahrinin Adam Assim^{1*}, Rohaizahtulamni Radzlan¹, Mohd Shahidi Ismail², Zainal Aroha Zainal Arsad², Salina Janis³, Yasmin Yaccob¹, Nurul Hidayu Mat Jusoh¹ & Shairil Izwan Taasim¹

¹Universiti Putra Malaysia

²Tellnsearch Plt. Malaysia

³SMK Baru Bintulu

*Corresponding author's email: ibrani@upm.edu.my

Abstract

Previous studies had defined stereotype as a scheme or general knowledge structure associated with the characteristics, attribute and behaviour of group members. This study examined the socio-culturally appropriate factors determining the diversity in Malaysia which were associated with stereotypical and prejudiced views to describe a particular ethnic group. As discussing sensitive issues such as stereotyping and prejudice in general often give discomfort, this study explored the emergence of implicit measurements as one of the assessment of tools in measuring attitudes towards sensitive social domains. These constructs evaluate spontaneous and automatic representation that cannot be accessed by traditional self-administered questionnaires. Using a Systematic Literature Review approach, this paper focuses on the basic terminology and understanding of the measurement of implicit stereotypes adopted by the society in Malaysia. Recommendations for further research in implicit stereotype measurements and methodological suggestions were also discussed.

Keywords: Community empowerment; volunteering practice analyses; school students; communal interactions, qualitative case study

Help-Seeking Behavior of University Students during COVID-19 Pandemic: Psychological Openness, Indifference to Stigma, Help-Seeking Propensity

Xing Lee & Khee Hoong Ho*

Universiti Tunku Abdul Rahman

*Corresponding author's email: hokh@utar.edu.my

Abstract

Since the pandemic outbreak, the Malaysian government has implemented Movement Control Order (MCO) in March 2020 to constrict the civilian's movements in an effort to contain the spread of the Corona Virus. Under the effect of MCO, individuals who were not working within the essential services were encouraged to remain stationary in their place of residence. Currently, multiple states in Malaysia are still under the Conditional Movement Control Order (CMCO) effect. Therefore, most post-secondary students have not regained the complete freedom to move freely and were isolated in their respective campuses. This group of individuals have been separated from their friends and family for several months in a stretch, reducing their much needed psychological support. During these trying times, online help-seeking becomes an essential outlet for people to cope with their daily struggles and issues. Although the Covid-19 counselling hotline was introduced to outreach the general populace, help-seeking rates remained low. This study addresses the gap mentioned above by assessing the relationships between help-seeking intention, psychological openness, indifferent to stigma, and help-seeking propensity. A correlational survey study was conducted across Malaysia. The participants are university students aged between 18 to 29 who were recruited using the purposive sampling method. A total of 303 respondents participated in this survey. 62.7% were females (n = 190), while the remaining 37.3% were males (n = 113). Surprisingly, findings revealed that help-seeking intention was negatively correlated with psychological openness and indifferent to stigma (perceived public stigma and self-stigma). However, the help-seeking intention was found to correlate positively with help-seeking propensity. Counsellors, mental health practitioners, helpline operators, and educators may utilize the exploratory data from this study to devise preventative measures in increasing the individuals' intention to seek help from professionals for their mental and psychological health. In addition, university students could be benefited by dispelling the stigma of receiving counselling and increasing their awareness in seeking help.

Keywords: Help-seeking intention; psychological openness; indifferent to stigma; help-seeking propensity; university students

Effects of Organizational Justice and Organizational Citizenship Behavior on Employee Turnover Intention

Noraini Rusbadrol*, Siti Aisyah Panatik, Azlineer Sarip & Faizah Mohd Fakhruddin

School of Human Resource Development and Psychology, Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia, 81310 Johor Bahru, Johor, Malaysia

*Corresponding author's email: norainirusbadrol@utm.my

Abstract

Employee turnover is an on-going concern among researchers due to its negative impacts towards organizations. Given the rising rate of employee turnover in a utility company in Malaysia, some attention should be paid on the factors that might influence the employees to leave the organization. Underpinned by social exchange theory, the study was aim to identify the relationship between organizational justice, organizational citizenship behaviour, and turnover intention. Besides, this study aims to test the mediation effects in the research framework. Research hypotheses are tested by conducting a cross-sectional survey at the utility company located in Klang Valley. Using convenience sampling method, 750 employees were involved which yielded 391 usable responses. Partial least squares structural equation modeling technique was applied to test the proposed research hypotheses. The results have confirmed that distributive justice was significantly related with the turnover intentions of the staff, whereas the other three dimensions of organizational justice were not in the hypothesized negative direction. The results also confirmed the mediatory effect of organizational citizenship behaviour directed at individuals on the relationships between procedural justice and turnover intention. This study provides useful insights for managers and HR practitioners to take remedial measures to retain the employees for long-term.

Keywords: Organizational Justice; Organizational Citizenship Behavior; Turnover Intention

Trauma-Focused Neurofeedback: A Case Report on Emotional-Based Customized Protocol for Anxiety and Focus Problem

Lee Jia Wen^{*}, Koo Kian Yong, Chew Boon Tao & Loh Jun Ming

New Mind Brain Health Centre, Wisma Life Care, No.5, Jalan Kerinchi, 59200
Bangsar South, Kuala Lumpur, Malaysia

^{*}Corresponding author's email: jiawen9261@gmail.com

Abstract

With human civilization, social advancement and economic development, mental health issues have brought awareness to a new generation. According to the World Health Organization, mental health includes a person's psychological, emotional and social well-being which may be determined by a person's background information such as biological, environmental and past experiences (WHO, 2018). A Chinese lady who was facing an ophidiophobia, some anxiety symptoms due to her traumatic experiences was seeking help for neurofeedback training. Due to these presented issues, she also has been experienced some issues in executive functioning which reduced in her working performance. She was suggested to undergo an QEEG brain mapping assessment to visualize her brainwaves before going into the clinical neurofeedback training. After the brain mapping assessment, practitioners were having a clearer picture regarding on her brainwave's activity. Two sets of training protocols were customized for her by adopting a bottom-up approach in the neurofeedback training sessions. After 12 sessions of training, her anxiety issues such as easily get startled and ophidiophobia has been solved. She is also able to have better emotional regulation and showing improvement in her executive functioning level in her daily life. In this case report, how bottom-up approach can help in customizing neurofeedback training protocol and make neurofeedback training more effective for individuals who undergo trauma in their life will be discussed. Besides, this paper will also discuss on traumatic stress event will affect a person quality of life and how neurofeedback training and other's intervention may work together to resolve these issues.

Keywords: QEEG brain mapping; clinical neurofeedback; traumatic stress; ophidiophobia; anxiety

Education and Social Mobility among Orang Asli in Johor: The Social Impact of UiTM

Jaslin Md Dahlan^{1*}, Rohani Jangga¹, Norlina M. Ali¹, Muruga Chinniah¹ & Ahmad Nawawi Yaakob²

¹Faculty of Business & Management, Universiti Teknologi MARA, Cawangan Johor, Johor, Malaysia

²Academy of Contemporary Islamic Studies, Universiti Teknologi MARA, Cawangan Johor, Johor, Malaysia

*Corresponding author's email: jasli830@uitm.edu.my

Abstract

Two main thrusts of the Orang Asli Development Strategic Plan 2011-2015, are to eliminate poverty among the Orang Asli communities and to improve the quality of life of the Orang Asli. Studies related to the academic achievement of indigenous people are not new. However, not many studies are carried out to determine how their level of education affects the social status of Orang Asli graduates after they have completed their tertiary education. It is important to note that the Orang Asli are indeed known to behave in a very strong relationship/bond to their origins. They seldom leave their settlement and prefer to stay within their community permanently. This project proposes that UiTM's graduates with greater social and economic mobility will demonstrate a wider range of and an increased potential for better life quality. Educational attainment is said to have an impact concerning graduates, which centered mostly on the hard and soft skills required from higher education. After which, they are more likely to leave their original lifestyle. Examining how IHL's education and their relation to mobility and destiny indirectly affect their socio-economic activities also raised fundamental issues on the effect of education on mobility and destiny. The study adopts an exploratory design and semi structured interview approach. Respondents were UiTM's students enrolled through the PraPendidikan Tinggi (PPT) program. UiTM provides opportunities for Bumiputera students, especially from low-income families in rural areas to enroll in UiTM and due course achieve academic success. The initiative undertaken by UiTM has proven to enhance the capacity of Orang Asli, especially in Johor to make meaningful participation in socio-economic activities through quality education. The critical question is how education affects Orang Asli graduates. Employment and the need to improve oneself have been mentioned as major reasons why they move from the settlements to the cities. In the future, this study may attempt to include more respondents which include but not limited to Bumiputera in Sabah and Sarawak.

Keywords: social class; social mobility; education attainment; Orang Asli; Johor

Increasing Graduation Rate: Academic Hardiness, Academic Locus of Control, Tolerance of Ambiguity, Students' Engagement, and Automatic Negative Thoughts

Dexter Chi Eng Tan & Khee Hoong Ho*

Universiti Tunku Abdul Rahman

*Corresponding author's email: hokh@utar.edu.my

Abstract

Academic hardiness refers to personality characteristics that help individuals deal with academic stress and academic challenges, reducing the probability of dropping out from a program of study before graduation. A high attrition rate has a significant impact on the students' finance and well-being. This study investigates the relationships between academic hardiness with the academic locus of control (ALOC), tolerance of ambiguity, students' engagement, and automatic negative thought (ANT) among university students in Malaysia. A cross-sectional survey was conducted by recruiting 94 participants via the purposive sampling method. The participants were Malaysian university students aged 18 to 26 years ($M = 21.69$ years; $SD = 1.90$ years). Female participants ($n = 58, 55.24\%$) were slightly more than male participants ($n = 47, 44.76\%$) responded to this survey. The instruments used to collect the data consist of the Academic Hardiness Scale, Academic Locus of Control Scale, Tolerance of Ambiguity Scale, University Students' Engagement Inventory, and Automatic Negative Thoughts Scale. Finding revealed that ALOC was positively correlated with control, commitment, and challenge components of academic hardiness. Tolerance of ambiguity was found no significant relationship with control, commitment, and challenge components of academic hardiness. University students' engagement was positively correlated with control, commitment, and challenge components of academic hardiness. ANT was correlated negatively with control and challenge components but no significant relationship commitment components of academic hardiness. Academic hardiness was significantly predicted by ALOC, university students' engagement, and ANT, but not tolerance of ambiguity. The findings of this study would provide practical insights for university counsellors to handle Malaysian university undergraduates who wish to terminate their study prematurely. Moreover, this study provides exploratory findings on the preventative measures of improving academic hardiness among students at high risk of dropping out.

Keywords: Academic hardiness; academic locus of control; tolerance of ambiguity; students' engagement; automatic negative thoughts

Conceptualization of the Profile of Workers' Safe Behavioral Potentials for the Management of Accident Risk at Oil and Gas Construction Sites in Bintulu, Sarawak

Lai Hon Kuan^{1*}, Nor Mariah Adam¹, Yiu Pang Hung¹, Mohd Ibrani Shahrinin Adam Assim², Omar Faruqi Marzuki¹ & Nurul Hidayu Binti Mat Jusoh²

¹Department of Science and Technology, Universiti Putra Malaysia, Kampus Bintulu

²Department of Social Science and Management, Universiti Putra Malaysia, Kampus Bintulu

*Corresponding author's email: laihk71@gmail.com

Abstract

Workers' behavior at sites and its associated accident risk are universally recognized as vital to the sustainability of oil and gas industry globally. Recent oil and gas related accidents occurred in Sarawak and various behavioral studies by academical and industrial fraternities clearly manifested the urgency and necessity to address industry-wide unsafe behavior to protect safety, health and environmental wellbeing of local communities. The purpose of this study is to conceptualize the research model for future study to address the seriousness of oil and gas related accidents particularly in Bintulu, Sarawak. To that end, the authors had identified personal attributes of oil and gas construction workers that presumably influence their perception of safety climate and safe behavioral potential while at work through literature review. Theory of planned behavior (TPB) was also adopted to provide initial theoretical explanations as to the possible psychological precursors to perform certain types of unsafe behavior while at work, that might well instigate the occurrence of occupational accidents. Combining the conceptualization of personal attributes, perception of safety climate and safe behavioral potentials; and TPB, a research model was therefore being proposed to provide the conceptual framework for future study, including the development of measure instruments and detailed statistical analysis, into the profile of workers' safe behavioral potentials at oil and gas construction sites in Bintulu, Sarawak. To enhance the validity and reliability of research model in future study, it is necessary to explore the appropriateness to adopt the theoretical framework of integrative behavior model (IBM) for the prediction of a behavioral performance and change of behavior by taking into account of a person's skills and abilities required to perform the behavior, environmental constraints stopping such behavioral performance, and the intention to perform such behavior.

Keywords: Conceptualization; Oil & Gas Construction Sites; Management of Accident Risk; Profile of Workers' Safe Behavioral Potentials

Management and Development of an Assessment Tool in Predicting Competencies of Oil and Gas On-Shore Contractor Workers in Sarawak

Sazali Saini^{1*}, Mohd Ibrani Shahrinin Adam Assim¹, Omar Faruqi Marzuki² & Yasmin Yacob¹

¹Department of Social Science and Management, Faculty of Humanities, Management and Science, Bintulu Sarawak Campus, Universiti Putra Malaysia, Bintulu 97008, Sarawak, Malaysia

²Department of Science and Technology, Faculty of Humanities, Management and Science, Bintulu Sarawak Campus, Universiti Putra Malaysia, Bintulu 97008, Sarawak, Malaysia

*Corresponding author's email: sazali.saini@gmail.com

Abstract

It is imperative to develop a comprehensive assessment tool to gauge optimal competency among contractor workers of onshore oil and gas industries in Bintulu, Sarawak. With average of 1800 contractor workers at site with a size of 276 hectares, an average of 462 Permit-To-Work (PTW) released on a daily basis and history of 1 fatality case recorded in every 5 years cycle since 2009, this study attempts to assess the workers competency and their attitude towards HSE. The development of assessment tool to measure worker's competencies and identification of specific syllabus for potential workers were conducted among 88 contractor workers from 4 different industrial sites. A set of self-administered questionnaire and series of qualitatively developed interview protocols were constructed. 6 sets of transcripts derived from 6 cases of interviews and 88 sets of data were analyzed. The results shows that education level, job position, experience and competency played key important roles in measuring optimal competencies and appropriate attitude towards HSE. From the analysis conducted, workers with educational level of SPM/SPMV and below have low level of ability in identifying hazards associated with their disciplines. Workers with working experience less than 5 years also found to have low technical knowledge on HSE and safe system of work requirement, which may expose them to injury. The General Worker with low educational background and years of working experience also found to have low safety behavior, the findings concluded this group of worker tends to emulate what other majority of workers are practicing, without actually knows whether it's the right things to do or not. Based on the findings and literature review related to competency assessment for workforce in oil and gas, this study proposes the development of an algorithm for the assessment of a multi-level background of contractor worker's HSE competency in the oil and gas industry in Sarawak.

Keywords: Competency; Contract Workers; Oil and Gas Industry; Assessment Tool; On-Shore; Sarawak

Identification of Parameters Required to Reduce Emergency Response Time for an Integrated Facility

Zamal Bin Bujang*, Nor Mariah Adam, Shahfinaz Kamarudin, Omar Faruqi Marzuki & Mohamad Ibrani Shahrudin Adam Assim

Universiti Putra Malaysia

*Corresponding author's email: zamalbujang@gmail.com

Abstract

In an emergency incident time is of the crucial factor, and the basic philosophy of an emergency response agency is to respond as quickly as possible to minimize the loss of life and property damage. Emergency response operations are very important activities in the oil and gas industrial areas. As an incident in an integrated facility at oil and gas industrial area can have considerable major economic and social impact, response to such an incident has to be provided in a very short time. The use of parameters plays an important role in the successful implementation of emergency response. The decisions for such emergency responses to integrated facility should consider the available emergency resources, and other factors such as emergency responders competency, fire protection and fire detection system, and the characteristics of surrounding affected industrial facilities. Exploring potential options can be risky and costly to implement; improving the response time provides a means of overcoming these obstacles. This case study considered configuration emergency response time parameters at an integrated facility. Therefore in order to predict the response time consideration must be given to the characteristics of emergency response parameters, its effectiveness and efficiency. This study aims to identify parameters considered to reduce response time for crisis management through literature review. Having this process will enable the company to improve emergency preparedness and response management and aligned with crisis management protocol by government authority.

Keywords: Emergency parameters; Competencies; response time, integrated facility, emergency responders.

Management of Risk at the Sungai Sarawak Barrage

Goh Chin Guan^{1*}, Nor Mariah Adam^{1,2}, Omar Faruqi Marzuki^{1,2}, Ellie Teo Yi Lih¹ & Yiu Pang Hung¹

¹Department of Science and Technology, Faculty of Humanities, Management and Science, Bintulu Sarawak Campus, Universiti Putra Malaysia, Bintulu 97008, Sarawak, Malaysia

²Institut Ekosains Borneo (IEB), Universiti Putra Malaysia, Bintulu 97008, Sarawak, Malaysia

*Corresponding author's email: goh@sma.edu.my

Abstract

The Sungai Sarawak Barrage is part of the novel "three in one" infrastructure in South East Asia and is the first of its kind in Malaysia. This infrastructure is constructed and operated in a harsh environment with the "inherent" risks to the operators, innocent customers, and stakeholders. Diverting a river from its original flow will disturb the riverine regime let alone two river tributaries being closed and diverted through a manmade infrastructure. Being a novel infrastructure whereby three infrastructures are constructed at the same location, the identification and management of risk varies from a standalone infrastructure. Each infrastructure has its own unique inherent risk, ideal mode of operation, risk generated adaptation of procedures and norms to the customers and environment. In 1995, the Sarawak State Government decided to construct the Sungai Sarawak Regulation Scheme (SSRS) which comprises of a barrage, shiplock and bridge over these two infrastructures. These infrastructures are very new in the rivers of Sarawak and Malaysia to the shipping community and public staying upstream of the infrastructure. Continuous monitoring and observation of the risk in the operation of the infrastructure and the analysis of telemetry hydrological data and accidents to derive an ideal and safe formulation of risk mitigation and process was produced. Complacency on the operation of the infrastructure will create new unknown risk thus regular audits and inspection must be adapted to the maintenance system and review to be conducted regularly. This paper shares the teething problems and measures to mitigate them. In theory certain risk could be identified and mitigated but there is always a new norm for the operators and users of the Sungai Sarawak barrage. Educating the riverine users, stakeholders and the public were the main challenges. The benefits of the barrage have never been identified and further studies will be conducted.

Keywords: Management; Risk; River Barage; Sungai Sarawaks; Shiplocks; Marine Pilots

Feasibility Study on the Imperatives for the Simulation of Ammonia Release Management

Abdani Abdul Gafor*, Nor Mariah Adam, Mohd Ibrani Shahrinin Adam
Assim, Azizul Hakim Lahuri & Omar Faruqi Marzuki

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

*Corresponding author's email: danikb176@gmail.com

Abstract

Ammonia is being exported through Bintulu Port via pipeline and loaded to the vessel (ship) using marine loading arm. Ammonia is toxic in nature and transferred at $-33\text{ }^{\circ}\text{C}$. Marine loading arms are special equipment for loading and unloading liquid cargo from the wharf and the vessel with swivel joints, and supplemented by supporting structure, and other accessories. Loading arms have safety features such as that we can set up quick release mechanism, in which the loading arm will decouple from the manifold when there is an emergency or the movement of vessel is out of range. Studies such as by HSE Executive, UK on loading arm had provided the probabilities of failures, and the possible size of hole such as guillotine break or 0.1 cross sectional area of pipe. This information, with ammonia operational parameters such as internal and external pressure and ammonia liquid flow rate we can thus predict the amount of ammonia release. Combining with meteorological data information, local landscape conditions and utilizing ALOHA software, we are able to simulate ammonia dispersion and thus predicting the impact of toxicity of ammonia release on the population within the area.

Keywords: Feasibility study; Simulation program; Ammonia, Loading Arm, ALOHA, Failure Rate

Managing the Attributes of Pilot Errors in the Process of Redevelopment of Marine Pilot Reliability Index (MPRI): A Systematic Literature Review

Tiong Kuong Chiing^{1*}, Nor Mariah Adam^{1,2}, Omar Faruqi Marzuki^{1,2} & Wong Tze Jin¹

¹Department of Science and Technology, Faculty of Humanities, Management and Science, Bintulu Sarawak Campus, Universiti Putra Malaysia, Bintulu 97008, Sarawak, Malaysia

²Institut Ekosains Borneo (IEB), Universiti Putra Malaysia, Bintulu 97008, Sarawak, Malaysia

*Corresponding author's email: tiong@bintuluport.com.my

Abstract

Ships maneuvering in confined waters of a harbor were required to make use of the services of an experienced pilot equipped with nautical skills to prevent maritime accidents. However, there are not many formal studies on the risks or pilot errors and human reliability of the pilotage. The probability of the ship's collision without a pilot on board is about nine times higher than those engaged a pilot. The objective of this paper is to evaluate the pilot errors, improving pilot reliability and their competencies. This paper reviews and categorizes the literature published about the problems associated with pilot's risk and error in pilotage, to improve the reliability of the pilot. This will cover the review of the recent published literatures on marine pilot's reliability. This paper hope to shine the vital roles of safe pilotage and towage services and determine the efficiency and productivity of any ports. By the end of this research, it is hope that it is possible to improve the generic model to reduce or eliminate all possible human error or pilots' risk and improve the reliability and competencies of pilots using the improved version of Marine Pilot's Reliability Index (MPRI).

Keywords: Pilot Errors; Human Reliability; Pilot Reliability; Pilot Competencies and MPRI

Public Awareness on Biodiversity Conservation in Bako National Park: A Pilot Testing

Mohamad Syahrul Nizam Ibrahim & Suziana Hassan*

Universiti Putra Malaysia Bintulu Campus

*Corresponding author's email: suzi@upm.edu.my

Abstract

The study focuses on the feasibility and approach to examine the level of awareness based on knowledge, attitude, and experience towards biodiversity conservation among the local community and visitors in Bako National Parks. The questionnaires were distributed to 40 respondents using simple random sampling survey as a pilot survey for the study. The findings showed that local community has a higher level of attitude towards biodiversity conservation than visitors. Respondent's knowledge ($\alpha=0.82$), attitude ($\alpha=0.66$), and experience ($\alpha=0.74$) constructs have achieved the minimum acceptable reliability coefficient in this study. The results for the pilot study provide good reliable data even with a small sample size. Within the limitations of the data due to restriction of Covid-19, it is recommended to extend for a large scale of data collection to elucidate the current phenomena with significant correlation value.

Keywords: awareness; biodiversity conservation; national parks; pilot test

Influence of Distributive Justice, Procedural Justice and Interactional Justice on Employee Engagement in Public Healthcare Region of Hyderabad, Pakistan

Rawal Khan Khuhawar¹ & Anusuiya Subramaniam^{2*}

¹Asia Pacific University of Technology & Innovation (APU), Technology Park
Malaysia, Bukit Jalil, 57000 Kuala Lumpur, Malaysia.

²School of Business and Economics, Universiti Putra Malaysia, 43400 UPM Serdang,
Selangor, Malaysia

*Corresponding author's email: anusuiya@upm.edu.my

Abstract

Employee engagement is the state in which employees put their full efforts towards achieving the organizational goals. Prior scholars conceptualized that organization which emphasizes on distributive justice, procedural justice and interactional justice leads to enhanced employee engagement. Healthcare institutes who provide better health care to its patients, has a good value towards its patients. Thus, this study aims to identify the influence of distributive justice, procedural justice and interactional justice on employee engagement in public healthcare region of Hyderabad, Pakistan. The data was collected from 150 respondents and finally, 130 responses are used in SPSS data analysis. The findings of the study revealed the following: (1) the rewards or outcomes that are being to distributed within any organization must be on merit to improve employee engagement in any organization, (2) employees who has freedom of speech in their meetings such as expressing concerns and disagreement where possible results employees to totally engage themselves with the organizations and (3) when the employees are treated with dignity within the organization it improves employee engagement.

Keywords: distributive justice; procedural justice; interactional justice; employee engagement; Pakistan

Ready-to-eat Food: Consumption Habits and Perception among University Students and Employees

Tunung, R.^{1,2*}, Basurra, R.S.³, Kavita, C.³, Alan, R.¹, Chandrika, M.⁴ & Ubong, A.⁵

¹Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, Sarawak, Malaysia

²Institut Ekosains Borneo, Universiti Putra Malaysia Bintulu Sarawak Campus, Sarawak, Malaysia

³Faculty of Applied Sciences, UCSI University Kuala Lumpur Campus, Kuala Lumpur, Malaysia

⁴Faculty of Medicine and Health Sciences, Universiti Malaysia Sabah, Kota Kinabalu Sabah, Malaysia

⁵Faculty of Food Science and Technology, Universiti Putra Malaysia, Selangor, Malaysia

*Corresponding author's email: tunungrobin@upm.edu.my

Abstract

This study examined the consumption practices and perceptions of university students and employees in Kuala Lumpur, Malaysia on ready-to-eat foods. A total of ninety-nine respondents selected through random sampling participated by answering questionnaires. From the results, majority of the respondents consumed RTE food two to four times a week. Most of them consumed RTE food during lunch. The respondents' biggest motivator to purchase RTE food was because of convenience followed by saving time for preparation. Regarding food sources, majority of the respondents felt that fast-food restaurants to be very safe and street foods to be very risky. Most of the respondents were very worried about human spread diseases and human spread bacteria when buying food. Consumers were also most concerned about the cleanliness of the store they were buying their food from. This study indicated that university students and employees showed food safety awareness and concerns regarding RTE food. The findings from this study could benefit not only food marketers for their business, but also public health organizations in their efforts for effective education and information dissemination to the public.

Keywords: food safety; consumption practices; perception; ready-to-eat; university

The Behaviour of Youth Self-Potential Development in Anugerah Remaja Perdana Rakan Muda Program

Yasmin Yacob* & Mohd Ibrani Shahrinin Adam Assim

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

*Corresponding author's email: yasmin_y@upm.edu.my

Abstract

The main purpose of this study was to analyze the behavior of youth self-potential development in the Anugerah Remaja Perdana Rakan Muda Program (ARP) based on the Theory of Planned Behaviour as a research model. The Anugerah Remaja Perdana Rakan Muda Program is a self-potential development program that prepares youth to meet the challenges of adolescence and adulthood to achieve their full potential. The survey using a questionnaire which was built based on model research. Sampling studies involved 502 respondents aged between 14 to 25 years that has been awarded bronze, silver and gold throughout Malaysia. Antecedent planned behavior consists of three constructs which is attitude, subjective norms and perceived of behavioural control. From the findings portrays three constructs were significantly contributed to the intention of youth ($R^2 = 0.84$). This study has important implications to the theoretical, practical and policy towards self-potential development program.

Keywords: Youth; behaviour; self-potential; Rakan Muda

Online Market Survey on Consumer Perception of Quality and Freshness of Eggs Based on Brand Recognition

Qiao Jun Ooi¹, Suhaili Mustafa¹, Masnindah Malahubban¹, M. Nasir Hassan¹, Sharifah Salmah Syed-Hussain², Herinda Pertiwi³ & Juriah Kamaludeen^{1*}

¹Department of Animal Science and Fishery, Universiti Putra Malaysia Bintulu Sarawak Campus, Malaysia.

²Department of Veterinary Clinical Studies, Faculty of Veterinary Medicine, Universiti Putra Malaysia, Serdang, Selangor, Malaysia.

³Department of Health Studies Faculty – of Vocational Studies Airlangga University, Jalan Dharmawangsa Dalam 28-30, Indonesia,

*Corresponding author's email: juriahk@upm.edu.my

Abstract

Salmonella is a pathogenic microbe that is normally found during egg production due to unhygienic practices. Based on recent reports, it has been found that Singapore recalled eggs from Malaysian poultry farm due to *Salmonella enteritidis* contamination. Many egg producers focus on improving egg quality as it is not only a major factor that influences consumer's buying decisions but also a key parameter for food safety. Therefore, to obtain information on the factors influencing the consumers attitudes, perceptions and behaviours on egg buying, an online survey was conducted using Google form where the link was sent to respondents through multiple social media platforms. The questionnaire was divided into three sections: i) consumer demographics, ii) consumer's chicken egg preferences, and iii) consumer knowledge and awareness on egg quality and food safety. In total 600 respondents participated in this survey. Based on the results of this study, egg grade (72.67%) is the key factor that influences consumer decision, this is followed by cleanliness (57%), expiry date (54%), price (50.33%), brand (40.33%), packaging (26.83%), nutrient content (20.5%), and eggshell colour (15.33%). Approximately 32.5% of respondents stored purchased eggs at room temperature without washing, 11.8% of respondents washed and stored their eggs at room temperature, 30.0% stored them in a fridge without washing and 25.7% washed and stored their eggs in a fridge. Mostly of the respondents (79.83%) preferred to have fully-cooked eggs compared to half-boiled eggs (46.33%). Seventeen percent believed that raw eggs is safe for consumption. Out of 600 respondents, 40.5% believed that cooking the eggs would kill salmonella, 4.17% said no, and 55.33% were unsure. Only 19.5% of respondents were aware that eggs are associated with foodborne disease. Thus, it can be surmised that education on egg-borne disease is required to enhance the food safety knowledge of consumers.

Keywords: Attitudes; Perceptions; Behaviours; Food Safety; Awareness

Using Remote Sensing in Study of El Niño Extreme Differences between 1997/1998 and 2015/2016

Ricky Anak Kemarau* & Oliver Valentine Eboy

Geography Program, Faculty Social Science and Humanities,
Universiti Malaysia Sabah, Jalan UMS, 88400 Kota Kinabalu, Sabah, Malaysia

*Corresponding author's email: ricky.geo2005@gmail.com

Abstract

The years 1997/1998 and 2015/2016 saw the occurrence of El Niño occur among the worst in human history. Until now there is still a lack of research in studying the degree of El Niño strength impact on climate and weather, especially in the tropic region. The objective of this study is to study the effectiveness of remote sensing technology in identifying the differences between the 1997/1998 and 2015/2016 El Niño events. This study uses six satellite data and temperature data from the Malaysia Meteorology Department (MMD). The first step of remote sensing data will be through pre-processing, converting digital Number (DN) to Land Surface Temperature (LST). The results of the study found that there was a change in the pattern of LST columns during the 1997/1998 and 2015/2016 El Niño events. Spatial patterns change based on Oceanic Ni El Niño o Index (ONI) values. The results of this study are important because of the importance of spatial information to those responsible for preparing measures to overcome and reduce the impact of El Niño on the population. at the developing country level, including Malaysia, there is still a lack of information technology infrastructure in channeling useful information to the community. Through the information, this spatial information provides critical hot spot information that needs more attention.

Keywords: El Niño 1997/1998; El Niño 2015/2016; Remote Sensing; Spatial Pattern

Approach in Strengthening Patriotism Among Students Through Patriotism-Based Courses

Ku Hasnita Ku Samsu^{*}, Zatul Himmah Adnan, Mohd. Mahadee Ismail, Lee Yok Fee, Arfah Ab Majid & Ratna Roshida Ab Razak

¹Department of Government and Civilization Studies
Faculty of Human Ecology, Universiti Putra Malaysia, Serdang

*Corresponding author's email: hasnita@upm.edu.my

Abstract

Patriotism based courses such as History (Sejarah), Civic Education and Citizenship (Pendidikan Sivik dan Kewarganegaraan), General Studies (Pengajian Am), Malaysian Nationhood (Kenegaraan Malaysia) and Ethnic Relations (Hubungan Etnik) has been thought to Malaysian students since they were in primary school until they reach tertiary education. Certainly, the general objective of those courses are to inculcate as well as strengthening patriotism in students. Unfortunately these courses are always seen as boring and dull subjects by students due to the needs of memorising facts and historical events. This quantitative study therefore aimed at identifying the teaching and learning approaches that can attract students' interest on this kind of nation building course, thereby making the learning process fun yet effective. The sample consisted of 800 respondents from public universities, those are 400 students of Universiti Putra Malaysia (UPM) and 400 students of Universiti Pendidikan Sultan Idris (UPSI) which have experienced taking Malaysian Nationhood course. Their experiences are important to achieve the objective of this study. The finding shows there are direct and indirect teaching and learning approaches to attract students' attention for these courses, for instance by having interactive lecturer with students, using social and inductive methods such as role play, debate, games and forum.

Keywords: patriotism; nation building courses; teaching and learning approach

The View of Multi-Religious Society on Islamic as the Religion of the Federation

Zatul Himmah Adnan, Ismi Arif Ismail, Dzuhailmi Dahalan, Nobaya Ahmad, Nurul Akhtar Kamarudin, Asnarulkhadi Abu Samah, Haslinda Abdullah & Dahlia Zawawi

Institute for Social Science Studies (IPSAS), Universiti Putra Malaysia

Abstract

Islam as the religion of the Federation and the guarantee of freedom of other religion is enshrined in Article 3 (1) the Federal Constitution of Malaysia. However, this provision often raised public debate and interpretations from a various perspective on the status of Islam in the country. There are at least two main interpretations drawn from this provision of the status of Islam in the constitution. The first interpretation suggests that Islam is merely the official religion of the Federation. The second interpretation indicates that Islam is more than the official religion. Due to unending polemics of these interpretations in literature and lacking empirical study, therefore this study aimed to identify the meaning of Islam as the religion of the Federation from the view of a multi-religious society. This study conducted between 2017- 2018 involved few interviews with selected key informants and questionnaire surveys with 1150 multi-religious respondents in Malaysia. In general, the data shows that both Muslims and non-Muslims acknowledge the position of Islam as the main religion of the state. They agree that Islam is the religion of the majority of the population. The non-Muslim community tends to reject the interpretation of Malaysia as an Islamic state. This view is consistent with the argument between whether Islam is merely the official religion or more than the official religion. Overall, the findings confirm the existence of differences in the interpretation of Malaysian society on Islamic position as the religion of the Federation as often debated through the mass media.

Keywords: Islam in Malaysia; religion of the Federation; multi-religious society; Malaysia

Government Debt: An Empirical Analysis with Structural Break for the Economy of Malaysia

Shairil Izwan Taasim^{1*}, Adrian Daud^{1,2}, Mohamad Ibrani Shahrinin Bin Adam Assim¹ & Yasmin Binti Yaccob¹

¹Faculty of Humanities, Management and Science, University Putra Malaysia Bintulu Sarawak Campus

²Institut Ekosains Borneo, Universiti Putra Malaysia Bintulu Sarawak Campus

*Corresponding author's email: shairil@upm.edu.my

Abstract

Malaysia recorded a fiscal policy with a deficit budget since the economic crisis in 1997. During the tough economic crisis to maintain economic growth, the government committed to stimulus fiscal budget controlling. According to the Keynesian theory, a fiscal policy may induce economic growth at moderate levels of public debt. Although debt and economic growth are not recent issues faced by the Malaysia government, the impact government debt on economic growth has been debated, especially in terms of imbalances development. This work aims to investigate the relationship between economic growth and government debt in Malaysia, with the application of structural break analysis. We utilized econometric techniques such as unit root tests and Granger. Regarding the unit root test, we used structural break combinations with pure and partial structural change models. The analysis is based on data across the period of 1970 to 2018. We find more evidence against the unit root test with structural breaks in Malaysia, with causality between debt and economic growth.

Keywords: Debt; Structural break; Malaysia; fiscal policy

Descriptive Analysis: Television Uses among Rural Area Community in Sarawak

Ribka Alan^{1*}, Md Salleh Hassan², Bolong, J. ², Mohd Nizam Osman², P. Lepun³ & Kamarudin, S.⁴

¹Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, Sarawak, Malaysia

²Faculty of Modern Languages and Communication, Universiti Putra Malaysia, Serdang, Selangor, Malaysia

³Faculty of Agriculture and Forestry Science, Universiti Putra Malaysia Bintulu Sarawak Campus, Sarawak, Malaysia

⁴Faculty of Computer Science and Information Technology, Universiti Putra Malaysia, Serdang, Selangor, Malaysia

*Corresponding author's email: ribka@upm.edu.my

Abstract

Television channel is use to convey messages of development agendas by the ruling government. Delivery of information through television channels especially in rural areas is still questionable because of the effectiveness level is influenced by their demographic features. Therefore, this study was conducted to identify the population demographics with the frequency use of television for information searching that ultimately affects the rural community quality of life. The respondents were determined based on statistical analysis. A total of 356 respondents were involved from Asap Koyan Resettlement in Belaga, Sarawak. The data collection was using questionnaires as well as interview. The results showed that the primary government information seeking via Media Prima 44.2% and RTM 39.2%, sports and recreational information via ASTRO channel 43.9% and other information through different channels 47.6 %. The findings also show that respondents have never and rarely watched television for a week. Based on the results of this study, television has less been chosen due to the low education level and cost of living constraints. In the future, television channels advice to broadcast more programmes specifically for the Sarawak rural community at the appropriate time to watch for up grading quality of life and their development benefits.

Keywords: ethnicity; television; farmer community; quality of life; descriptive analysis

Troll: Issues Discussed using Meme in Mid-2018

Faizul Nizar Anuar^{1*}, Fauziah Ahmad¹ & Sabariah Mohamed Salleh²

¹Department of Social Sciences and Management, Universiti Putra Malaysia
Bintulu Campus, Sarawak, Malaysia

²School of Media and Communication Studies, Faculty of Social Sciences and
Humanities, Universiti Kebangsaan Malaysia

*Corresponding author's email: nizar.anuar@upm.edu.my

Abstract

According to Stuart Hall (1980), a text is polesemic, where a text is able to convey various meanings. Therefore, each individual will have different interpretations and opinions on something he or she experienced. Since a text can have a variety of meanings, therefore people may have different perceptions on the issues portrayed in memes. The process of meaning formation of a meme can provide answers to the issues being highlighted at that time. Limor (2014: 342) stated that the meme genre is not fixed, where it depends on the social, political or technological situation in a country. This is seen to have similarities with the issues being spread over a period of time. In the content analysis conducted, the researchers found that the issues that went viral through memes are actually quite similar to the opinion being given by Limor. The issues in a meme can change depending on the context and current issues occurring. Therefore, the researchers argue that the current situation and circumstances are seen as important factors in the formation of an issue. Based on the sample of memes obtained, the researchers think that most of the issues that exist are related to the current situation. As the meme sample collection period occurred between May 2018 to July 2018, the issues were limited to current events and situations occurring during that period only, such as the 14th General Election, New Malaysia issues, international football match issues (World Cup 2018) and the celebration of Hari Raya Aidilfitri 2018. These situations coincide with the opinion of Jafar Mehrad and Zahra Yousefi (2018) who stated that a person will depend on media when a current issue arises, for example during times of turmoil, crisis or natural disasters. An individual will rely on media to obtain the latest information on something that is happening. This situation can be attributed to the production of memes that are widely shared through social media when an issue occurs whether inside or outside of the country.

Keywords: Troll; Issue; Meme; Social Media; Facebook

Counseling Cancer Patients: A Case Study of Perspectives of Professional Counselors and Cancer Patients in Malaysia

Siok Ping Voon¹ & Siaw Leng Chan^{2*}

¹Faculty of Cognitive Sciences & Human Development, Universiti Malaysia Sarawak

²Department of Social Sciences and Management, Universiti Putra Malaysia Kampus
Bintulu Sarawak

*Corresponding author's email: chansiawleng@upm.edu.my

Abstract

Globally, cancer is renowned as the top leading cause of death. Given the severity of this illness, cancer patients often experience different problems ranging from psychological adjustment and physiological changes to a financial burden. Counselling cancer patients is one treatment option provided to provide support and constructive coping of uncertain outcomes. The case study aimed to explore the counsellors' perspectives in counselling with cancer patients and cancer patients' views in counselling. This research study utilised a qualitative case study design to provide an in-depth investigation to explore the patients' and counsellors' perspectives. A professional counsellor who has experience in counselling cancer patients and cancer patients was recruited to learn about central importance issues in this study. Six themes have emerged from the research: (1) opinion about cancer, (2) opinion regarding counselling with cancer patients in Malaysia, (3) problems and concerns surround cancer patients, (4) difficulties and challenges working with cancer patients, (5) needs of the terminally ill, and (6) strategies and recommendations in counselling cancer patients. The finding provides professional counsellors with some indications in working together with cancer patients and terminally ill patients, which can be a complex and challenging process.

Keywords: cancer patient; case study; counselling cancer patient; Malaysia; perspective

Contributor Factors for Psychological Well-Being: A Qualitative Study of Teachers' Perspective in Malaysia

Siaw Leng Chan^{1*}, Mohamad Ibrani Shahrimin Adam Assim¹ & Fong Peng Lim²

¹Department of Social Sciences and Management, Universiti Putra Malaysia
Bintulu Sarawak Campus, Sarawak

¹Department of Mathematics, Universiti Putra Malaysia, Serdang, Selangor

*Corresponding author's email: chansiawleng@upm.edu.my

Abstract

Universally, the educational systems are undergoing restructuring and transformations. The role of teachers has increased following this reformation and experiencing growing pressure to perform. Given that the nature of the teaching profession is both challenging and rewarding, it is vital to understand teachers' psychological well-being to support the mental health of this population. This study aimed to understand better the subjective perspectives regarding the contributor factors to psychological well-being among teachers. A qualitative, consensual qualitative research approach was adopted in this study by collecting data through in-depth, semi-structured interviews. Interviews are used to understand the participants' narrative descriptions in-depth and uncover the meaning of their experiences, beliefs, and values. Seven Malaysian teachers were recruited from local school settings through purposive sampling. Data analysis involved an open-coding process in deriving themes from the participants' responses. Findings revealed five themes that indicate contributor factors for psychological well-being: positive attitudes, spiritual convictions, family and friends' support, personal growth, and personal responsibility. The practical implications of teachers' psychological well-being, mental health and psychotherapy practice, and future research were also discussed in this work.

Keywords: contributor factor; perspective; psychological well-being; qualitative study; teacher

Does Religious Belief Influence Children’s Emotional Intelligence? A Systematic Review and Meta-analysis

Azadeh Mousavi

Phd Student Universiti Putra Malaysia

Corresponding author’s email: gs43351@student.upm.edu.my;
ORCID: 0000-0003-4458-7838

Abstract

Recent developments in research have observed the inclusion of religiosity as a variable that is perceived to have an important role in shaping health and well-being. This paper covers comparisons between the Western and non-Western sources of literature on the effects of religious beliefs on emotional intelligence, described as an ability to perceive, identify, employ, and control one’s own emotions. Published articles using ‘religious beliefs’ and ‘emotional intelligence’ as keywords were included for the systematic review. Relevant articles written in English were searched using the Rayyan software (26) as well as gathered from Google Scholar, Science Direct, Web of Science, and PubMed. Additionally a manual search of Iranian articles, among Persian databases, such as Sivilika, Magiran, Irandoc, Noormags, was carried out, covering material published between the years 2006 and 2020. A total of 15 articles which studied non-Western societies and 9 from Western settings were included in the review, after applying the inclusion and exclusion criteria. STROBE and SIGN checklists were used to test the internal validity and quality of nominated studies. The review did identify one determinant of children’s self-awareness and self and social-emotional management as subscales of emotional intelligence, despite the methodological limitations of the selected studies.

Keywords: Emotional intelligence; Religious Beliefs; Western Countries; Non-Western Countries

Does Critical Thinking Influence Children’s Emotional intelligence? A Systematic Review and Meta-analysis

Azadeh Mousavi

Phd Student Universiti Putra Malaysia

Corresponding author’s email: gs43351@student.upm.edu.my;
ORCID: 0000-0003-4458-7838

Abstract

Recent development in research has observed the inclusion of critical thinking as a variable that is perceived to have an important role in shaping rational life. This paper covers comparisons between the Western and non-Western sources of literature on the effects of critical thinking on emotional intelligence as an ability to perceive, identify, employ, and control emotions. Published articles using ‘critical thinking’ and ‘emotional intelligence’ as keywords were included for the systematic review. Relevant articles written in English were searched using the Rayyan software (26) gathered sources from Google Scholar, Science Direct, Web of Science, and PubMed. Additionally a manual search of Iranian articles, among Persian databases, such as Sivilika, Magiran, Irandoc, Noormags, was carried out, covering materials published between the years of 2006 and 2020. A total of 17 articles, 8 from non-Western societies and 9 from Western settings, were included in the review after applying the inclusion and exclusion criteria. STROBE checklists were used to find the internal validity and quality of selected studies. The review was able to identify one determinant of children’s self-awareness and self and social emotional management as subscales of emotional intelligence, despite the methodological limitations of the selected studies.

Keyword: Emotional Intelligence; Critical Thinking; Western; non-Western

"Thinking Style and Emotional intelligence among Western and Non- Western countries: Systematic Review and Meta-analysis"

Azadeh Mousavi

Phd Student Universiti Putra Malaysia

Corresponding author's email: gs43351@student.upm.edu.my;
ORCID: 0000-0003-4458-7838

Abstract

Today, social scientists are encouraged to study about the factors that can improve mental health and wellbeing. The extant literature highlights the effects of thinking style on emotional intelligence among different cultures, which contributes to mental health. A systematic review was conducted on original published articles using 'thinking style' and 'emotional intelligence' as keywords which were collected from Google Scholar, Science Direct, Web of Science and PubMed by (Mendeley Reference Manager) for relevant articles written in English. Also, a manual search of Iranian articles in Persian database, such as, Noormags, was carried out. All articles were searched during the 1997 till 2020. However, after applying the inclusion and exclusion criteria, only 13 articles that studied were included in the review. The internal validity and quality of selected studies assessed by using the (STROBE) and (SIGN) checklists. Besides, Comprehensive Meta-Analysis software version 3 (CMA 3) is used for analyzing the studies. The review was able to identify thinking style as one of determinants of emotional intelligence among different cultures.

Keywords: Children; Emotional Intelligence; Thinking Style; Western; Non-Western

The Challenges of Covid-19 Pandemic on Tourism Detrimental to Community well-being in Bako National Park, Sarawak, Malaysia

Mohamad Syahrul Nizam Ibrahim¹, Mohd Ibrani Shahrinin Adam Assim², Shazali Johari³, Syarifah Kamariah Wan Mohammad⁴ & Suziana Hassan^{1*}

¹Department of Forestry Science, Faculty of Agricultural Science and Forestry, Universiti Putra Malaysia, 97008 Bintulu, Sarawak, Malaysia

² Department of Social Science and Management, Faculty of Humanities, Management and Science, Universiti Putra Malaysia, 97008 Bintulu, Sarawak, Malaysia

³ Department of Nature Park and Recreation, Faculty of Forestry and Environment, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia

⁴ Department of Science and Technology, Faculty of Humanities, Management and Science, Universiti Putra Malaysia, 97008 Bintulu, Sarawak, Malaysia

*Corresponding author's email: suzi@upm.edu.my

Abstract

The COVID-19 pandemic has significantly affected the ecotourism industry in Bako National Park. It is a challenge to the community livelihood that depends on this tourism industry where they are severely impacted due to the drastic decline of tourists because of movement control order by the authorities. In this study, we investigate the well-being aspects of local community which affected by the COVID-19 pandemic challenge so that their sense of belonging as crucial stakeholders of Bako National Park remain intact. This study attempted to elucidate the key features for community well-being through economics dimension that is the main aspects of social sustainability towards biodiversity conservation efforts in the area. This exploration was conducted through a qualitative approach with interview to 7 key informants including local community consisting of a fishing community, park rangers, park security, boat operators and park receptionist. The deductive thematic analysis was facilitated to explain the relationship between COVID-19 pandemic challenges to local tourism and their well-being through dimension of economics. Community well-being is an element that needs to be emphasized by relevant stakeholders so that biodiversity conservation and management efforts can still be carried out holistically with a bottom-up approach.

Keywords: national park; stakeholders; COVID-19 impacts; biodiversity; well-being

Politik Penaungan Dalam Pilihanraya di Sarawak. Kajian Kes Di Dun N.34 Batang Ai Semasa Pilihanraya Negeri Sarawak Ke-11 Anthony Anak Tutong¹, & Neilson Ilan Mersat²

¹Pelajar Kedoktoran Kajian Sains Politik Universiti Malaysia Sarawak

² Universiti Malaysia Sarawak

*Corresponding author's email: Anthony_tutong@yahoo.com

Abstract

Kajian ini menjelaskan tentang peranan politik penaungan semasa pilihan raya DUN ke-11 Sarawak pada tahun 2016. Kajian ini juga bertujuan untuk membuktikan sama ada unsur-unsur politik lama masih dominan dalam proses politik pada hari ini terutamanya di kawasan pinggiran di Sarawak seperti di DUN N.34 Batang Ai. Objektif kajian ini adalah untuk membincangkan variasi-variasi politik penaungan yang telah digunakan oleh calon untuk mendapatkan sokongan politik semasa pilihan raya. Di samping itu, untuk menganalisis sama ada kegagalan pengagihan RTP dan MRP kepada penduduk setempat memberi kesan kepada sokongan politik. Objektif ketiga ialah untuk menjelaskan tentang hubungan amalan ritual dengan politik penaungan yang selalu digunakan oleh calon semasa pilihan raya di kawasan majoriti Iban. Dalam kajian ini, pendekatan kualitatif digunakan bagi menjelaskan tentang politik penaungan semasa pilihan raya berfokus kepada pilihan raya di DUN ke-11 N.34 Batang Ai pada tahun 2016. Metod lain ialah metod temubual, pemerhatian umum dan pemerhatian turut serta juga telah digunakan. Ketiga-tiga metod ini amat relevan dalam pengumpulan data untuk menjawab objektif kajian. Dapatan kajian menunjukkan bahawa landskap politik di kawasan kajian masih lagi dipacu oleh dominasi politik penaungan. Variasi politik penaungan seperti RTP dan MRP, Lawatan Sambil Belajar, Projek Baik pulih Rumah, *Tungkus Asi*, Pelantikan Ketua Kaum dan Ketua Masyarakat, Ahli Majlis Daerah dan penggunaan Amalan *Ritual Miring* masih digunakan sebagai alat politik penaungan. Paling ketara ialah penggunaan variasi baharu politik penaungan lokal iaitu *Tungkus Asi* dan *Ritual Miring*. Kesemua variasi ini merupakan sebahagian daripada timbal balas mendapatkan sokongan politik semasa pilihan raya.

Kata Kunci: Politik Penaungan; Konsep Timbal balas; *Tungkus Asi* dan *Ritual Miring*

Relationship Between Extension Agents Knowledge and Attitude with the Farmers Perception Towards Sustainable Pepper Farming

Albinus Tan*, Ribka Alan, Nurul Hidayu Mat Jusoh & Malisah Latip

University Putra Malaysia Bintulu Campus, Sarawak, Malaysia

*Corresponding author's email: gs59660@student.upm.edu.my

Abstract

Sustainable Pepper Farming (SPF) can be considered one of the ways to increase the production of pepper in Sarawak by the government. Less or low of attitude, values, and perception on SPF become the problem and slow down the process of extending the idea to the pepper farmers. Even though, this issue needs more attention, but the number of studies is still inadequate. The issue of decreasing or neglecting the pepper farm when the price fluctuates is not a new thing in this industry. Hence, the main aim of this concept paper is to critically review and identify groups in current literature on extension agents' value, attitude, and perception of the farmers towards sustainable farming, explore the role around them and come out with recommendation for future research. This conceptual paper will be using a review and synthesis of literature. Based on existing literature reviews, it is proven that there is a relationship between the extension agents' knowledge and attitude with the farmers' perception of sustainable farming in Malaysia. It is recommended that the related agency emphasize on the training on the knowledge and the attitude of the extension agents for SPF implementation.

Keywords: pepper; extension agents; sustainable pepper farming; sustainable farming; Sarawak

Low Carbon Society: Malaysia

Fadzilah Bt Yusof

*Corresponding author's email: Fadzilahy@upm.edu.my

Abstract

This paper conveying thematic analysis on low carbon society in Malaysia. Low carbon society aims at lowering their (Green House Gas) GHG emissions and carbon emissions without effecting the economic growth at significant level. It's also includes the minimal use of intensive energy while shifting towards a resource efficient society that incorporates renewable energy concepts and behavioural changes in societal aspects such as lower carbon foot print awareness. Categorically, low carbon societies will reduce global warming phenomena, leading for sustainable earth for the next generation. This paper maps the ideas about rational, processes and policies towards low carbon society in Malaysia. Practices on the (*Clean development mechanism*) CDM, as part of the Kyoto Protocol initiative in combating climate change, are also discussed.

Keywords: Clean Development Mechanism (CDM); Climate change; Carbon Trading; Green House Gas (GHG)

The Impact of Customer Engagement on Twitter @Netflixid to Build Electronic Word of Mouth (E-WOM)

Kusariani Adinda Saraswati* & Ira Dwi Mayangsari

Communication Science in Marketing Communication, Faculty of Communication and Business, Telkom University

*Corresponding author's email: kusarianiadinda@gmail.com

Abstract

This research aims: to understand the substantial influence of Twitter account @NetflixID's customer engagement to the formation of electronic word of mouth; to understand the difference between the male and female respondents in ways of participating on the customer engagement; and to understand the difference between male and female respondents in ways of participating on electronic word of mouth. This research uses descriptive analysis with quantitative approach. The population used in this research is the followers of Twitter account @NetflixID, with non-probability sampling technique alongside purposive sampling method. This research involves 400 respondents of Twitter account @NetflixID's followers and have interacted through this account with simple linear regression. Result shows determinations coefficient in the amount of 50,55% while the rest is influenced by other variables. In conclusion, this research shows: that the customer engagement of Twitter account @NetflixID is influencing the formation of electronic word of mouth; there is zero difference in between the male and female respondent of customer engagement variable; and there is zero difference in between the male and female respondent of electronic word of mouth variable.

Keywords: Customer Engagement; Electronic Word of Mouth; Netflix Indonesia

The Effect of The Sociolla Beauty Wonderland 12.12 Wonder Sale Program on Consumer Purchase Decisions in the Pandemic Time Covid-19

Aisya Izzatul Lathifa* & Indria Angga Dianita

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

*Corresponding author's email: aisyaizzatull@gmail.com;
indriaangga@telkomuniversity.ac.id

Abstract

Sales Promotion is a sales promotion activity carried out with a certain period which is useful for increasing sales of products or services through encouragement to consumers, namely purchasing decisions. Various sales promotion tools that can be used include samples, coupons, price packages, and product warranties. One of the sales promotion activities is Sociolla Beauty Wonderland 12.12 Wonder Sale. The purpose of this study was to decide the effect of the Sociolla Beauty Wonderland 12.12 Wonder Sale Sales Promotion program on consumer purchasing decisions during the COVID-19 pandemic. The method used in this research is quantitative with data analysis techniques using simple linear regression analysis. The results of this study are the sales promotion program for Sociolla Beauty Wonderland 12.12 Wonder Sale has a positive and significant influence on purchasing decisions, as shown by the results of regression analysis of 1.098 on the Sales Promotion variable that has the effect that every 1% increase will affect the purchasing decision variable. In addition, it was found that there was a relationship between the sales promotion variable which had an effect on purchasing decisions by 36%. Meanwhile, 64% is influenced by other variables, not in this study.

Keywords: Sales Promotion; Coupons; Price Packages; Product Warranty; Purchasing Decisions

Integrated Marketing Communication of BP Batam during The Covid-19 Pandemic

Alvelia Rizki Daravonna* & Indria Angga Dianita

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

*Corresponding author's email: alveliarizky@gmail.com;
indriaangga@telkomuniversity.ac.id

Abstract

The development of the times and increasingly rapid technology gave rise to the presence of new media. This media is widely used by companies in promotional activities. One of them is Batam Indonesia Free Trade Zone Authority (BP Batam). BP Batam uses integrated marketing communications to attract foreign investors to invest in Batam. This study discusses the forms of integrated marketing communication used by BP Batam. The purpose of this study is to determine BP Batam's integrated marketing communications during the Covid-19 Pandemic. The method used in this research is descriptive qualitative. Data collection techniques were carried out on four informants through interviews, observations, documentation and literature studies. The data validity technique used in this study used data triangulation. The theory used in this study is the marketing communication mix of William G Nickels (2007) in the form of advertising, sales promotion, public relations and publicity, and direct marketing. The conclusion that can be drawn from the results of the study is that BP Batam's advertising activities during the Covid-19 pandemic were carried out through online media and offline media. BP Batam's sales promotion and direct marketing are carried out using a digital platform. BP Batam's public relations and publicity are carried out through talk shows, press releases and publications. This study shows that the integrated marketing communication used by BP Batam during the Covid-19 pandemic is in accordance with the integrated marketing communication theory.

Keywords: Marketing Communication; Integrated Marketing Communication; BP Batam; Covid-19 Pandemic

Orbitgear's Marketing Communication Strategy Through Instagram in Building Brand Awareness

Andru Andhika Rakha Ramadhan* & Indria Angga Dianita

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

*Corresponding author's email: andhikaandru@gmail.com;
indriaangga@telkomuniversity.ac.id

Abstract

Currently, in 2020, the technology has developed so rapidly and given birth to new media, namely social media. Social media or social networks are online media that allow users to interact with each other, share and create their content. With social media, users can build conversations for individuals or groups or even communities, because social media makes communication easier without the limitations of distance and time. Apart from being a means of communication, social media is also widely used for doing business such as by conducting marketing communication activities. One of the social media applications that have been widely used for business is Instagram. Likewise, with the local techwear brand, ORBITGear utilizes Instagram social media as a means of conducting marketing communication activities. ORBITGear is an independent techwear brand from Jakarta established in March 2017. This study aims to determine the ORBITGear marketing communication strategy through Instagram social media in building brand awareness. This study uses a constructivist paradigm with a descriptive qualitative approach. This research reveals that there are message strategies and media strategies used by ORBITGear in conducting marketing communications through social media Instagram in building brand awareness up to the brand recall stage.

Keywords: Marketing Communication; Social Media Marketing; Instagram; Brand Awareness

Interpersonal Communication of Parents Assistance in Online Learning Process in the Pandemic of Covid-19 at Sdn Ibu Dewi 6 Cianjur

Vesty Trya Vegianti*, Agus Aprianti S.IKom. & MI.Kom.

Program S1 Ilmu Komunikasi, Fakultas Komunikasi dan Bisnis,
Telkom Univeristy

*Corresponding author's email: vestytrya8@gmail.com;
agusaprianti@gmail.com

Abstract

The spread of Covid-19 virus has caused the government to release a work from home policy for working parents, including teachers, and learn from home, especially for children who are still a student in school. This pandemic situation requires the parents to be involved in their children's education. Parental assistance in accompanying their children to study is very important in the process of guiding and educating their children. Especially for children who are still in elementary school. This research is based on many complaints from parents when they are accompanying their children to study in the COVID-19 pandemic situation. Parents complained and feel annoyed when their children find it difficult to study. In this research, it will discuss about interpersonal communication between parents and their children in the online learning process at SDN Ibu Dewi 6 Cianjur. This research uses a qualitative descriptive approach with an interpretive paradigm. The subject of this research is parents whose children were still in elementary school, especially in SDN Ibu Dewi 6 Cianjur and contain 8 samples from 8 families. The collecting data method in this research is done through observation, interviews and documentation. The result of this research indicates that good interpersonal communication between parents and their children will help in the online learning process. This can be seen from the 6 steps of the interpersonal communication process, which are: the desire to communicating, encoding by the communicator, sending messages, receiving messages, decoding by the communicant, and feedback.

Keywords: Parental assistance; Interpersonal Communication; Elementary School Children

Representation of Patriarchal Culture in the Film "*Something Old, New, Borrowed and Blue*"

Atma Dian Wiratama* & Freddy Yusanto

Telkom University, Bandung, West Java. Indonesia

*Corresponding author's email: Atmadianwtama@student.telkomuniversity.ac.id;
fredyusanto@telkomuniversity.ac.id

Abstract

Gender equality is still a problem that often occurs, especially in Indonesia. This can be seen from the phenomena of violence against women which is still increasing every year. A patriarchal culture gives privileges to the power of men, while positions women as weak people. This condition is depicted in the short film *Something Old, New, Borrowed and Blue*. A film with the theme "Celebration" was made in the framework of the 30th Singapore International Film Festival (SGIFF) directed by Mouly Surya. This film depicts a Javanese wedding ceremony with a location in a village. A mother advises her son how to be a 'good' wife, according to their customs. This study aims to dismantle the representation of patriarchy in the film "*Something Old, New, Borrowed and Blue*". This quasi-qualitative research uses Halliday's social semiotics method based on three analyzes, namely the *field of discourse*, *tenor of discourse*, and mode of discourse. From the results of this study, there was a representation of a strongly patriarchal culture and represented through the 'doctrines' that mothers gave to their children about how a wife's attitude towards her husband was and also the location used in the form of urban villages that still uphold the culture of the village. However, this is contrary to marriage customs using Javanese culture found by the author which reflects harmony, togetherness, and mutual respect between husband and wife.

Keywords: Patriarchy; Social Semiotics; Film; Gender

The Influence of Information on Nexcare Indonesia Instagram Account towards the Masks Purchasing Decision as a Prevention of Covid 19 Contagion

Rizky Camalia* & Indria Angga Dianita

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

*Corresponding author's email: Rizkycamalia96@gmail.com;
indriaangga@telkomuniversity.ac.id

Abstract

During the Covid 19 pandemic, people used Instagram to find information about the transmission of the Covid 19 virus. Nexcare Company provided information about Covid 19 and the use of masks on Instagram @nexcareindonesia. Instagram is used to reach audiences widely and effectively. The research objective was to see the effect of social media information from Instagram @nexcareindonesia for purchase decision masks as prevention of transmission of Covid 19. In this study the independent variable is information and the dependent variable is purchase decision. Dimensions variable information is accurate, on time, completeness, and conformity. This study uses Instagram followers @nexcareindonesia as respondents. Data collection using a random sampling technique. The research method uses quantitative. Quantitative is applied to test the relationship or correlation between two variables to describe the involvement of social media information Instagram @nexcareindonesia on mask purchase decisions. In knowing the power of predictions in seeing the causality relationship using simple linear regression analysis. The results showed there was a positive influence on social media information @nexcareindonesia towards purchase decision of masks as an effort to prevent the transmission of Covid 19.

Keywords: information; Instagram; purchase decision

