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BOOK OF ABSTRACTS

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ON MEDIA AND SOCIAL SCIENCE (ICOMS 2021)
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WELCOME TO ICOMS 2021

Dear Colleagues and Friends, it is with great pleasure that we welcome you to our 2nd International Conference on Media & Social Science (ICOMS 2021). First, we would like to thank all of you for your participation at the conference. In the current edition of the ICOMS conference, we are proud to yet again provide an engaging platform in which presenters from various universities and countries are able to share their outstanding research relevant to this conference's theme. We do hope that you enjoy your attendance at the ICOMS 2021!

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Who could have imagined that 2020 would be the year when a widespread pandemic rocked the world? Now, several months into the year 2021, the Malaysian communication and media industry is still facing challenges due to the impact of the pandemic. Among them are a heightened demand for quality information to be communicated, transparent and reliable work-from-home work flow and a need for greater agility in the face of change. These are just some of the reasons why the transition to a digital age using the latest technology and being technology literate in the communication and media landscape are critical for practitioners from all sizes, circumstances and backgrounds.

This shift towards an almost entirely digital operation took everyone for a challenging ride, in order to adapt and to be re-accustomed themselves with their roles within the organisation after the work process is digitized. The lack of ability to gather in groups required many professional organizations and learning institutions to find new ways for people to communicate, collaborate, and complete work or projects while working remotely from one another.

The challenge of combining digital connectedness, physical distancing, and social equity forced everyone to rethink, re-strategise and reimagine their policies and practices urgently. For example, learning institutions are now struggling to optimize digitally-enabled approaches that suit all students. Educators have been working persistently to develop innovative hybrid interactive curricula that aim to integrate the best of virtual and physical resources to suit diverse students.

In the current period where we are forced to stay at home, tremendous efforts must be made to ensure that information is accessible to all, especially for those who have been relying on being physically close to facilities or persons. During this period, we can see that the technologically-secure families have clear advantages as they confront the pandemic, but the same cannot be said for those who are not only technologically-insecure, but also technologically illiterate. The COVID-19 pandemic has highlighted what we already knew: reimagining practices in the ever changing digital age is critical for the future. Ergo, why this conference is pertinent to explore those possibilities and potential solutions.

Therefore, I would like to give my heartfelt thanks and to congratulate the organising committee for their effort and commitment in organising this conference. My gratitude also goes out to all the participants for sharing their extensive knowledge and wonderful ideas in how they are reimagining best practices and providing solutions for the future of communication and media.

Thank you!

Associate Professor Dr Massila Hamzah

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When COVID-19 struck, it forced a plethora of economic, societal and policy changes around the globe. Governments were forced to issue orders that banned large gatherings of people, restricted in-person physical operations, and encouraged people to work from home as much as possible. In response to these orders, businesses, organisations and learning institutions alike began to look for ways to continue their operations remotely, by leveraging technology and the internet. They turned to various collaboration platforms, video conferencing applications and digital tools to remain engaged while working from home offices.

When we think about it, even prior to the pandemic, technology had become an increasingly important part of our life as the digital age was upon us. Organisations were already looking at technology as means to engage with stakeholders, to provide flexibility in the workplace, and to simplify processes. But prior to this, not everyone was on board, some were even resistant to it. However, the spread of the virus has accelerated these adoptions immensely. It forced organisations to look into sustainable digital solutions so that they could continue to function remotely and continue to serve their stakeholders.

For the communication and media industry, among the changes seen from all over the world is the importance of getting health experts to collaborate and communicate directly with the media and the general public. This was particularly important as we witnessed an avalanche of misinformation and conspiracy theories emerging, especially on social media platforms. This has disrupted health professionals and governments from effectively addressing the pandemic. In a world where we are physically distanced, how can we better communicate uncertainties, explain facts and ensure that information is communicated effectively in a digital age that is continuously evolving at a rapid pace.

In the face of such rapid digital transformation, it can also drive unequal outcomes in education, opportunities, and access to information, health care and even education. The chasm between the digitally connected and the unconnected—across and within countries and between rural and urban areas—has amplified inequalities that exist. So, it is crucial that we explore further the solutions that this industry can bring to everyone in this conference.

To the organising committee who have been together with me on this journey, for all your effort and dedication, I'm truly grateful to everyone. My appreciation goes to all partners, speakers, panellists and moderators for your enthusiastic participation and of course, for all your endless support.

Thank you!

Dr Ireena Nasiha Ibnu

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THE COMPARISON OF BINGE-WATCHING USES AND GRATIFICATIONS BETWEEN INDONESIAN AND MALAYSIAN STUDENTS DURING THE RISE OF PANDEMIC COVID-19

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Abstract

Binge-watching has replaced the traditional scheduled viewing behaviors of television users from the common norm. Although binge-watching is not exactly new trend, Oxford dictionary declared “binge-watching” as one of the most popular new words of 2013 following the release of Netflix first major original series “House of Cards” available in a single day earlier in 2013. With the rise of pandemic-covis-19 that has led the viewers stays and work from home has somehow contributed towards the increase of binge-watching. In order to prove the situation, the present study conducted among students in Indonesia and Malaysia to compare factors that led towards binge watching among students. The sudden blow up due to the pandemic changed the viewing trends among television users, and it makes the study of binge-watching has not been deeply explored in internet and technology area. To materialized this, qualitative study conducted by interviewing students from both countries. Interview results will later transcribed to identify factors that has led towards the changes or contribution towards binge watching. Uses and gratifications theory (UGT) was used as an approach to understand people reasons in actively seek out specific media to satisfy their specific needs in the present study. Results concluded that addiction on binge watch are due to student’s emotions and stress level among Indonesian university has attributed in a flow associated with addiction. However, it is also proven that boredom is the main factor that has caused Malaysian respondents on binge-watching as the majority feel in that way. Differences among students between the two countries are significant in fulfilling the gap to compliment both groups of students in understanding their needs and wants.

Keywords: *Binge-watching, pandemic Covid-19 Indonesia, Malaysia*

VIDEO GAMES AND GENDER: FEMALE REPRESENTATION

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Abstract

Gender representation in video games is a controversial topic in the entertainment industry right now. Gender studies in video games examine the differences in how female and male characters are portrayed. Hence, research questions are laid out in this concept paper, which are, (1) how females are representation in video games (2) how can stereotype of female gender in video games be changed? Some video games depict both genders incorrectly, disrespectfully, and even violently. In this concept paper, the researcher will employ qualitative in-depth interview and want to know exact point data about an individual's perspectives with respect to how precisely female representation in video games. This concept paper highlight, that gap is viewed how stereotypes and portrayed are often reflected negatively because they promote prejudice and decriminalization because they offend what they represent groups. Through this concept paper, it will decide whether portrayals and stereotyping of females in video games are conveying negative or positive pictures and if the picture is negative what are the methods of improving it.

Keywords: *female representation, video games, stereotyped, female gender, portrayed, female figure*

NEWSPAPER PORTRAYALS OF FEMALE ATHLETES IN THE 18TH ASIAN GAMES, 2018: A MALAYSIAN CASE STUDY

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Abstract

Sport is considered as a vital public foundation to shape gender equality for a better humanity. However, we can see the bitter truth of how women athletes are less likely to be aired on news compared to men. Shugart (2003 as cited in Sherry et al. 2015: p. 2) reported that women's sport and men's sport receive different treatment by the media; through "complex sexualising strategies" in the textual and visual content in order to maintain masculine hegemony. This study aims to find women representation in three Malaysian main newspapers in the 18th Asian Games, 2018. The author also focuses to reveal the number of women athletes among the 40 events that Malaysia took part in. The objectives of this study are to explore the coverage of women athletes by main newspapers companies in Malaysia as well as to identify factors contributing to gender gap in sports involvement. The method used was through qualitative content analysis by referring to the news reported in *Berita Harian*, *The Star* and *New Straits Times*. The time frame of newspaper reporting was from the commencement of the event (18th August 2018) until the closing day (2nd September 2018). The author analysed the data by selecting a few news coverage of women athletes and sports involvement. The findings suggested that women are being underrepresented in at least 16 events while at the same time were not represented in 10 of them. It is clearly shown that the images and news of women athletes in local newspapers were somewhat biased and discriminated. Women athletes regardless race and ages received many critics and boundaries more than male of the same field. It indirectly indicates that gender disparity continues to exist although women athletes are starting to bridge the gap. Hence, the media should refine their news reporting on women athletes by pointing up more contribution and achievement instead of making controversies related to unnecessary physical appearances or personal issues.

Keywords: Sports, Gender Disparity, Media Portrayals, Content Analysis and Feminist Theory

SWIPING, MATCHING AND CHATTING: A QUALITATIVE ANALYSIS OF MALAYSIAN USER MOTIVATIONS IN USING DATING APPLICATION

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Abstract

Dating applications are in many ways different from traditional courtships. These applications are designed by giving users the ability to search for specific matches, detailed profiles, and easier interfaces with location-based as per aimed. The Psychoanalysis Theory by Freud (1908/1959) offers a way to conceptualize the relationship between subjective enjoyment and social demand, thus it could be said that different users have different motives in using the application. Based on the theory, the researcher had identified the objective of this research, which are to identify the emerging Malaysia user primary motivations in using the chosen dating application, to identify whether gender differences affect the motivations in using the dating application, and to identify how the motivations relates to the outcomes of the dating application experience. The researcher uses qualitative research method by observing the conversation of the individual user dating application profile specifically from the top three dating applications which include Tinder, Omi, and Bumble (LiveatPC; 2021). In depth interview will be done with the individuals involved with the above dating applications. Their names will be disclosed to protect their privacy and confidentiality. Thematic Analysis will be used to transcribed the data of the findings. Due to Movement Control Order (MCO) all of the observations and interviews will be done online. Tentative findings indicate that the users' motivation in using dating applications differs from the perspectives of different gender and that the outcome of the conversation is also different from one person to another. The more the user feel safe to disclose about themselves, the more prone they are towards privacy awareness, concern, and risks of the Tinder application.

Keywords: *Qualitative Analysis, Dating Application, User Motivation, Gender Motivation, Usage Outcome*

CRISIS IN COMMUNICATION OF BUMIPUTERA PRIVILEGE IN HIGHER EDUCATION AMONG NETIZEN

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Abstract

As a multiracial society in Malaysia, the privilege given to Bumiputera students in higher education has caused a crisis in communication among netizens. Bumiputera in this context refers to Malays, Orang Asli, and Sabah, and Sarawak Natives. Crisis communication is an initiative that aims at protecting the reputation of the organization and maintaining its public image. The problem affects Bumiputera students as it was developed to help rural Malays to have a chance to access in higher education. Article 153 of the Federal Constitution has mentioned the protection of the Bumiputera special position and The New Economic Policy was established to increase Bumiputera privilege in education. The purpose of this study is to analyse the policies history from universities, government, and perception of Malaysian netizens. This concept paper has three objectives to achieve which are to understand the history of Bumiputera privilege in higher education, to explore the perception of Malaysian netizens toward Bumiputera privilege, and to analyse the crisis communication issues of Bumiputera privilege in higher education. All these objectives can be achieved by using a review paper methodology. The data analysis will be analysed by using content analysis. The result from this paper hopes to enhance the understanding of multiracial society on Bumiputera privilege in higher education. As well to solve crisis communication issues arises when the privilege received by the Bumiputera causes other races to start questioning equality right in education. For these past years, this issue remains unsolved and even brought to the parliament of Malaysia by the politicians.

Keywords: *Crisis Communication, Bumiputera, Higher Education, Malaysia*

THE IMPACT OF E-COMMERCE PLATFORMS ON YOUNG ADULT'S BUYING BEHAVIOR IN MALAYSIA

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Abstract

In this modern age, technological advances are evolving in the growth of media technology, including online media resulting a new way of shopping especially amongst the young adults. The most compelling evidence is the emergence of e-commerce sites in Malaysia. Online shopping is becoming more common and preferred by the consumers looking for a better value proposition in terms of information, convenience, value, and option. Since e-commerce is accessible anytime anywhere, consumers able to make a purchase with just a tap on the screen away of their digital devices. Previous research has so much focus on the buying behavior of the people in developed countries. Therefore, this study will mainly focus on the users of e-commerce in Malaysia as one of the developing countries. Studies show that, digitalization of selling and buying is playing hard on many traditional retailers as customer loyalty has begun to drop in physical stores. The New Straits Times reported that the enhancement of the growth of e-commerce in Malaysia is due to the infrastructure developed for digital technologies. Thus, this study aims to explore the impact of e-commerce has towards young adult's buying behavior in Malaysia. The study will employ quantitative study where questionnaire will be distributed to the respondents to gain desired data. There are four sections in the questionnaire which are Section A for demographic, Section B for the convenience in using e-commerce, Section C for the design of e-commerce websites and Section D is for the young adult's buying behavior. Finding of this study shows that the convenience of e-commerce has influence the users to use this platform to shop for their stuffs. From the finding, it can be stated that physical retailers need to slowly adapting e-commerce as their alternative platform because people are much prefer to shop online.

Keywords: *E-commerce, convenience, website design, online shopping, young adult, buying behavior*

MOTIVES ON YOUTUBE USAGE AMONG UNDERGRADUATE STUDENTS FOR SELF-SATISFACTION

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Abstract

Social media usage is an emerging trend among students in Malaysia. YouTube, a social medium which is the current Web 2.0 tool, has played a significant part in assisting students' everyday life. This study aims to assess students' level of motives in using YouTube for self-satisfaction. Specifically, this study wants to determine the relationship between social interaction motive, entertainment motive, and information-seeking motive with self-satisfaction in using YouTube besides to find out the best predictor for self-satisfaction on YouTube usage. It is assumed that there is a positive association between social interaction motive, entertainment motive, and information-seeking motive with self-satisfaction respectively. The quantitative research design using the survey method was chosen for this study by distributing online survey questionnaires to Bachelor's Degree students in UniSZA Gong Badak Campus, Malaysia. Probability stratified random sampling has been selected for sample selection. Among 129 participants in this study, most of them are female coming from the 21-23 age group. The relationships between the variables are significant. There is a high level of entertainment motive and information-seeking motive whereas social interaction motive is low among undergraduate students. Results showed students' motives in using YouTube is mostly for entertainment, followed by information-seeking and social interaction motives. The best predictor for self-satisfaction on YouTube usage is entertainment motive among university students. These findings suggest that YouTube can self-satisfy undergraduate students with the motives of entertainment, information seeking and social interaction. This study sheds light on the dimensions of using YouTube for entertainment with the incorporation of education for the students to gain knowledge either in the general or academic context.

Keywords: *entertainment, information-seeking, self-satisfaction, social interaction, Uses and Gratification, YouTube*

THE INFLUENCE OF MEDIA ON GENDER STEREOTYPING AND IDENTITY AMONG YOUNG ADULTS IN MALAYSIA

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Abstract

The mass media today has plays an important role in intensifying the cultural globalization. Media exposure has given impact towards the society, and it is impossible not to be influenced by what is identified as social norms. People start to think and act in accordance with gender stereotypes that are widely circulated in the media, whether through traditional or digital media . The negative consequences of media messages are particularly destructive to a young audience, who may lack the intellectual tools to distinguish which messages are intended to serve as storytelling functions. This study will examine the society's perception regarding gender stereotyping in media, the elements that contribute to gender stereotyping and how it affected the young adults identity. Mass media has roles and effects in shaping culture. People are being exposed to media in their daily lives, whether through televisions, or even mobile phones. In addition, the advanced technology increases the exposure of media effects. This study intend to conduct a survey on the concerning about the media's role in the formation of gender stereotypes and identity among young adults aged 20-29 years old in Klang Valley, Malaysia. This study hopes to reveal about the gender barrier that has been happening among women in terms of being for promoted, having equal opportunities and working conditions; women's participation in and access to expression and decision-making in the media has expanded.

Keywords: *media exposure, media effects, gender stereotyping, women, identity*

THE APPEAL TO MEMORY THROUGH TELEVISION REALITY SHOWS: A CASE STUDY OF GRUPO GLOBO'S MEDIA STRATEGIES IN THE BRAZILIAN TELEVISION SCENARIO

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Abstract

The reality shows market has become highly attractive to the Brazilian television industry. With a low investment cost, this television genre reaches advertising quotas with astronomical values. Besides, we also observe a strong nostalgia market operating in different areas of the cultural industry, mainly by the media. The research is outlined based on the premise of television entertainment made possible by the appeal to memory. The nostalgia market and the appeal to memory seem to be an interesting mechanism for the survival of Brazilian television. While many authors discuss the decline of television, the return of television formats and the re-exhibition of television programs have been reaching expressive audience ratings. In this scenario, this movement seems substantially opportune to Brazilian television. Thus, the article objective intends to discuss the Brazilian viewer's fascination with reality shows concerning the appeal of memory to the hypermedia context. The recycling of the past has become frequent nowadays. In this sense, we question: what relationship between television and the nostalgia market is established? How does this culture of memory become relevant for Grupo Globo, the largest media conglomerate in Latin America? The theoretical scope is outlined by authors who discuss aspects related to hypertelevision, the culture of convergence and, mainly, about the nostalgia and memory market. Using a qualitative approach, this case study verifies in the Brazilian television context mediatic practices operated by Grupo Globo that reinforce the appeal to memory and its relationship with the culture of convergence. From the return of television forms and the re-exhibition of reality shows, through Grupo Globo vehicles and platforms, our discussion reinforces the existence of a potential public interest in remembering what was not experienced or just in order to experience it again. Television operates as a memory evocator. Therefore, television captivates the viewer through the appeal to memory.

Keywords: *Mediatic practices, memory, nostalgia market, reality show, television.*

THE CONTRIBUTORY FACTORS OF BODY LANGUAGE ENGAGEMENT AMONG MOTIVATIONAL SPEAKERS IN CORPORATE TRAINING

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Abstract

This qualitative study focuses in understanding the contributory factors of body language engagement by motivational speakers and how they can give meaningful training and learning session towards their adult participants in corporate world. To gain insights about the core focus of this study, one research question was laid out which is (1) What are the contributory factors to the effective body language approach among speakers? This study was guided with the theory of Communication model by Albert Mehrabian and together with Birdwhistell's theory of Kinesics. Using the phenomenology approach, interesting discoveries were gathered through in-depth interviews from eight informants who are professional trainers and their audiences located in Klang Valley and Kuala Lumpur. The sampling method used in this study was snowball method and purposive sampling. Data analysis were conducted simultaneously with the data that was collected and with the help of computer software NVivo 11.0 for the process of coding. Thematic analysis and constant comparison strategy also were used to analyze the data that were gathered. The result of this study revealed that there are some internal and external contributing factors that influences speakers to use certain type of body language towards their training session and learning strategies.

Keywords: *Nonverbal communication, motivation, body language, engagement, teaching and learning*

NEWS PATTERNS OF MALAYSIA'S ONLINE NEWS PLATFORM DURING MOVEMENT CONTROL ORDER

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Abstract

In Malaysia, the Movement Control Order (MCO) prevents individuals from leaving home during the outbreak of COVID-19, and most of them rely on online media for news. The relevance of the news to the viewer, the audience's interest, and the sense of engagement that the news audience seeks are all reflected in Facebook's posting of news pattern through comments, sharing, and tagging friends. The result could assist in the effectiveness of news diffusion in future. Quantitative content analysis was used in this study to analyses the news patterns on the news coverage of the COVID-19 pandemic between the Facebook fan page of Malaysiakini, Astro Awani, and Sin Chew Daily during the outbreak of the COVID-19 pandemic. Purposive sampling used in this research to ensure the news related to COVID-19. The sampling period is the first phase of MCO (18th March 2020 – 31st March 2020). Framing theory is used by online news organisations to deliver the news. In general, these online news organisations frame the news with different news patterns, including news slants, dimensions of news and news values. Study revealed that there was more neutral news within the first phase of MCO, followed by alarming news, reassuring news, and balanced news. In addition, news audiences in Malaysia are more focused on the news with serious, up-to-date, and tragic content.

Keywords: *Communication, news patterns, online news, news platform, MCO*

THE ADDICTION TO MOBILE SOCIAL GAMES BY GENERATION Z

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Abstract

In this new era, young adult mobile users are more than other platform users, regardless of gender, appearance, and age. Nowadays, mobile is not only used for message and call but also it can be connected to the internet. Generation Z also regards as the “Internet Generation” are the generation born in the technology era and connect with it. This study aims the influences and reasons of the addiction of generation Z to mobile social games in university. Besides, to identify the relationship between perception, purposes and feature of mobile social games in generation Z. Both uses and gratification theory and media dependency theory have been used to guide this study. This study implemented mixed-methods, namely questionnaire and in-depth interview. A simple random sampling is implemented for quantitative, whereas snowballing sampling technique is applied for qualitative research method. A total of 346 respondents have answered the questionnaire, while a total 5 of informants have participated in the in-depth interview. The findings disclose that people are more easily addicted to games that are easily controlled and accessed through flow experiences and Wi-Fi connection. Another reason for the addiction is the beautiful and neat design of the game character and it is a challenging level. Additionally, generation Z mainly play mobile social games to enhance their relationship with friends, get new friends, and release their stress. Surprisingly, the findings revealed that playing mobile social games can help to increase knowledge acquisition, cognition skills, behaviour change and increase social skills of the players. This study provides an understanding of the reasons for addiction to mobile social games by generation Z, which help reduce or prevent addiction.

Keywords: *Addiction, Mobile, Social Games, Generation Z, University Students, Internet Generation*

THE PERCEIVED EFFECTIVENESS OF VISUAL COMMUNICATION ELEMENTS IN CINEMA VIDEO ADVERTISEMENTS: DEMOGRAPHIC FACTORS ANALYSIS

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Abstract

The evolution in advertising has shifted the reliance of advertisers from printed materials to video advertisements. Globally, various industries especially the cinema industry, have adopted this form of advertising to strategize their marketing goals. Being widely utilized in the current digital advertising, the video advertisements are still facing some issues concerning their effectiveness. Thus, the study set out to find out the perceptions of the cinema viewers on visual communication elements in cinema video advertisements, analyse the effectiveness of the cinema video effectiveness and determine the mean differences in the effectiveness of the elements in video advertisements across gender, education level and age. It is a cross-sectional survey research using the causal-comparative approach. 240 Universiti Teknologi MARA (UiTM) Shah Alam and Management and Science University (MSU) participated in the study. Two local cinema brands' video advertisements, namely, TGV Cinemas and Golden Screen Cinemas were selected as the sampled video advertisements. The questionnaire used was adapted from Negm and Tantawi (2015), Rodriguez (2017) and Shaouf et al. (2016). It was revealed that the image and video shots were positively perceived as the most effective communication elements in delivering the messages compared to other visual communication elements and the cinema video advertisements were comprehensible, yet they were not highly effective as an advertising platform. In addition, the analysis on the demographic factors showed that there were significant mean differences between the four visual communication elements (i.e. colour, typography, image and video shots) and age group (Generation Z, the Millennials Generation Y). Thus, the study suggests the advertisers to incorporate more creativity in producing interactive and immersive video advertisements to optimise the effectiveness of their advertisements.

Keywords: *visual communication elements, cinema video advertisements, perceptions, video advertisement effectiveness, demographic factors*

UNCOVERING THE CHALLENGES FACED BY JOURNALISTS IN ADAPTING TO THE TRANSFORMING JOURNALISM CULTURE OF TWITTER USAGE IN NEWS REPORTING

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Abstract

In recent years, the rapid development of the Internet is changing the journalistic profession and journalism are much different today than they were a few decades ago. Today, user-generated content and social media platforms are gaining popularity, which has led to the evolution of this traditional practice of obtaining information from official sources. This qualitative study focuses on the challenges faced by journalists in adapting to the transforming journalism culture of Twitter usage in news reporting. To gain insights on the central focus of this study, ten (10) local multimedia journalists at Media Prima Berhad (MPB) with professional profiles on Twitter were interviewed. Collecting data through the in-depth interview was chosen to get the informants' perspective on the issues and NVivo 10 were used in the coding process. Thematic analysis was employed to analyze the data. Findings revealed five (5) significant themes as follows; i) technology acceptance gap ii) conflicting competitive pressures, iii) fact-checking for reliability, and iv) readiness of media management, and (v) netizen's engagement and expectations. The significance of adaptation to the transforming journalism culture of Twitter usage in news reporting has been associated with a complex, dynamic and evolutionary process of how journalists cope with the changing technology. Likewise, adapting to the emerging digital sphere in the journalistic practices is deemed necessary for journalists and more importantly, the journalism industry. With the blossoming platforms due to online boom and social media, journalist must embrace technology as an enabler for their professional survival and the industry.

Keywords: *Digital Journalism, Journalism Culture, Adaptability, News Reporting, Twitter*

UNDERSTANDING AND EVALUATING EFFECTIVENESS OF USER INTERFACE (UI) ELEMENTS FOR EDUCATIONAL GAMES DEVELOPMENT BASED ON USER EXPERIENCE (UX)

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Abstract

In video games, the user interface (UI) might be as simple as a light projection overlay on a screen, controlled by a pair of analogue potentiometers. However, it has turned into a crucial component of video games nowadays and a factor in the user experience (UX). Thus, this research proposes an approach for understanding and evaluating UI in existing educational games. The analysis is base on the ten UI elements to connect to each selected game. Simultaneously, this study describes an educational game in terms of experience and impact on players based on UI elements. To that purpose, a conceptual framework for designing and developing an educational gaming platform based on UI elements for future development has been explored and analysed.

Keywords: *User Interface, Human-Computer Interaction, User Experience, Educational Game, Educational Technology, Game Based Learning*

NEWSPAPERS PORTRAYAL OF WOMEN CANDIDATES IN MALAYSIA'S 14 TH GENERAL ELECTION 2018: A CONTENT ANALYSIS APPROACH

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Abstract

This paper aims to discuss how three Malaysian major newspapers i.e The Star, New Straits Times and Sinar Harian portrayed women political candidates in the 14 th general election, 2018 in the reporting. The study also aims to find out the number of women candidates representing political parties in the election. The qualitative content analysis was used to analyze the data. The time frames of newspapers reporting were after the dissolution of parliament, eleven days of campaign and two weeks after the election ended. The findings from this study revealed that the images and portrayal of women candidates in newspapers reporting in the election were still stereotyped and biased as reported in other media text. Women candidates were still marginalized and the ways they were portrayed needs to be improved by reporters. Media should focus on women candidates' contribution to the nation or parties they involved rather than of highlighting as weak, negative and subservience. As Wood (1994) states media continue to present both men and women in stereotyped ways that limit our perceptions of human possibilities.

Keywords: *Election, Gender, Newspapers, Media framing and Content Analysis*

THE ROLE OF THE ECO-DOCUMENTARY IN RAISING AWARENESS TOWARD MARINE LIFE SUSTAINABILITY AMONG MALAYSIAN YOUNG GENERATION

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Abstract

A limited media coverage and discussion about marine life has resulted into low awareness among the public toward endangered marine species conservation. A major problem in Malaysia is the minimum use by key local media players of platforms from which to inform the general public about this alarming crisis. This study examines the role of the eco-documentary in raising awareness in relation to marine life preservation. It investigates two eco-documentaries, Malaysian production and the other an international production, in which both contents represent the issue of marine life extinction. Seventy-two semi-structured interviews; prior to and two-months later of documentary viewing experiences were carried out among Malaysian young generation from urban area in order to determine their changes in conservation awareness. This study identifies eco-documentaries not only lead to short-term awareness, but months later, demonstrated a change of attitude towards marine life pro-conservation. This finding demonstrated the persuasive powers of the eco-documentary in raising positive perceptions and/or awareness in preserving underwater life. This study also argues that the rhetoric of the locality of the issue represented to the respondents has prompted a high moral responsibility to protect the environment and lessen marine life consumption, particularly for endangered species. It also raises feelings of responsibility to protect the country's iconic species. In conclusion, this finding established the eco-documentary as other additional teaching resources to be included in the curriculum materials among educators in instilling and changing perceptions for youngsters to be more positive of environmental sustainability.

Keywords: *Communication; Eco-documentary; Conservation Awareness, Attitudes Change; Underwater Sustainability; Young Generation*

USAGE OF WHATSAPP GROUP DURING COVID-19 PANDEMIC AMONG PERAK STATE OF PUBLIC WORKS DEPARTMENT EMPLOYEES

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Abstract

The COVID-19 pandemic has yet to find a comprehensive solution. Therefore, all employment sectors, whether public or private, have significantly changed their work environment since the implementation of the Movement Control Order (MCO) on March 18, 2020. Thus, most organizations began to adopt alternative communication methods to carry out routine tasks with social distancing, and no longer necessary to have a face-to-face meeting. All discussions and meetings have taken place online with the employee. Since many employees Work from Home (WFH), WhatsApp groups have become a viable option for discussing work matters during the pandemic. Besides, Malaysia's public service is facing a challenge to adapt to this new normal using digital technologies as a part of communication. The study focuses on the Perak State of Public Works Department (PWD that categorized as essential services. This qualitative study investigates the usage of the WhatsApp group by employees, using semi-structured interview questions. Ten (10) informants will be selected for this study. The sampling technique is non-probability sampling. The qualitative method is selected due to the appropriateness of the study matter as it adds depth, details, and meaning. This study employs a Social Presence Theory and Media Richness Theory. Researchers need to understand its relation to social media usage. Implications for conducting this study will provide findings to researchers to see the usage of WhatsApp group among PWD employee and then to identify weaknesses, challenges, and problems that arise due to the usage. The implications for conducting this study will provide information to the researcher to see the actual usage of the WhatsApp group among employees during MCO and WFH. The findings will be able to facilitate the PWD to improve more effective means of communication between the organization, employees, and customers.

Keywords: *COVID-19, MCO, WFH, WhatsApp, Communication, New normal*

GAMIFICATION AND STUDENT'S ENGAGEMENT DURING THE VIRTUAL LEARNING: AN ANALYSIS OF "QUIZWHIZZER" GAME APPLICATION

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Abstract

Gamification is a concept of using game features and elements in many fields for engaging with their users and participants. It is mainly used in education field for creating an interactive learning experience. Additionally, it provides a feel of flexibility in inventing a classroom task into an engaging and fun experience to the learners. Covid-19 pandemic has impacted education field tremendously especially on the educational mode used in classroom due to Malaysian Ministry of Education implemented a new policy which is replacing traditional classroom with online or virtual classroom for benefitting students. It has been a year, student continuing their classes and assessment via online. Studying through virtual for a longer period might impacted their motivation and some of them felt discouraged to continuing their studies. In addition, situation will be worst, if the virtual classroom environment is not appealing to their interest. Therefore, this research is conducted specifically to investigate the engagement of students during virtual class while applying gamification application. The selected tool for this study is "QuizWhizzer" app with targeted communication students. The reason for the selection application is primarily due to look at the acceptance and engagement of the selected game design by targeted respondent for this study. Experimental study was selected to investigate the effectiveness of gamification application throughout the virtual learning process. Rationale for using experimental method is because researcher would like to examine the engagement and comparing it between "QuizWhizzer" gamification and without "QuizWhizzer" gamification application with participants. Seventy communication students were participated in the online public relations course in two different settings. Students of the experimental group studied with gamification tools using points and students of the control group had access to the same content and activities without the gamification elements. Variables were constructed based on Khan's Octagonal Blended Learning Framework. Comparison was made between student engagement with and without "QuizWhizzer" gamification application. The results indicated that students in the experimental group engaged most than the control group students while proving statistically significant difference between two groups. Results proved that using gamification tools as represented by "QuizWhizzer" gamification application for this study having positive effect on students' participation in learning activities. In future, academician can apply gamification application in their online classroom to make a better engagement with students and Ministry of Education can consider in utilizing a virtual classroom practices while adapting and using gamification concept in online classroom.

Keywords: Covid-19, Education, Gamification, Online Learning, QuizWhizzer.

MEDIA FRAMING ON HEADLINES NEWS OF THE COVID-19 ISSUES IN MALAYSIAKINI AND ASTRO AWANI

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Abstract

Since the outbreak of the COVID-19 pandemic that hit the world in early 2020 until 2021, society is still faced with the situation and its control precautions even though vaccines have emerged to treat this infectious disease. The world community is also served with a variety of sensational and hot news headlines about the COVID-19 pandemic. This study aims to examine news headlines available in Malaysiakini and Astro Awani framing the coronavirus in its coverage of the COVID-19 virus pandemic. The objective of this study is also to investigate the major frames of these two online news portals in terms of their reporting on COVID-19. The research adopted a qualitative content analysis for data collection. For data analysis, researcher read and code based on the scheme from Entman which consists of four main categories, namely economic consequences, human interest and impact, attribution of responsibility and health severity. A code sheet was created to capture all relevant story information, including news organization, publication date, story title, story narrative, frame definition, and tone. The findings provide exposure for the community to stay cautious and vigilant with headlines posted by online news portals especially on sensitive issues like the pandemic. Furthermore, Malaysian Communication and Multimedia Commission (MCMC) could act upon any news outlets that publishes such provocative and misleading news headlines to the public with the help from National Union of Journalists Malaysia (NUJ) to monitor each registered journalist to adhere to journalistic ethics in news reporting to ensure the information to stay true and authentic.

Keywords: *COVID-19, media framing, news headlines, MalaysiaKini, Astro Awani*

WHATSAPP CONVERSATION AND RELATIONSHIPS: A FOCUS ON DIGITAL COMMUNICATION BETWEEN PARENT-TEACHER ENGAGEMENT IN A SECONDARY SCHOOL IN PUTRAJAYA.

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Abstract

Long before Covid-19 transitioned in our lifestyle and the 'New Normal' began, digital communication through instant messaging application in smartphones has been used over the conventional way of communicating in Malaysia. Whatsapp is the most preferred application when it comes to communicating with peers, friends and family and that is also true for schools in Malaysia, especially in the Klang Valley. This unprecedented pandemic has instantly changed the way people live and most countries impose home quarantine in order to curb the spread of the Covid-19 virus. Schools are closed down and students are instructed to study at home through open and distance learning (ODL). The present study aims to investigate the use of digital communication focusing on parent-teacher engagement in a public school in Putrajaya, Malaysia that uses WhatsApp as the application of choice. This qualitative research describes the themes that have emerged in the discussion between parents and teachers on whatsapp as a medium of communication in parent-teacher engagement process. This study incorporates theories such as Uses and Gratifications Theory (UGT) and Epstein's Theory of Overlapping Sphere's of Influences (TOSI) in describing the data. In-depth interviews and documents content analysis are used in gathering data. The results suggest that both parents and teachers agree on the importance of using digital platform for communication and engagement between them. Findings suggest that the versatility of digital communication(able to deliver messages in the form of text, image, video and document), convenience, speed and cost effective are the reasons for using digital communication. However, the challenges for teachers that were identified in the use of digital communication application are increase of stress, distractions of messages and abuse of working time. Theoretical and practical implications for academics, parents, teachers and students were also included in the study.

Keywords: *parent, teacher, digital communication, whatsapp, engagement*

SINGING IN THE CHOIR: SHAPING POSITIVE SELF-IDENTITY AND SOCIAL IDENTITY OF CHORISTERS IN MALAYSIA

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Abstract

Singing in the choir has been linked to positive emotional, social and cognitive benefits that contribute to the chorister's self confidence and self-esteem. This guides the formation of the choristers' self-identity consisting of three components: the Material Self (Body/physical world), the Spiritual Self (religious/spiritual experience) and the Social Self (expressed in relationships). These elements interact and drives both the individual self and the social / cultural circumstance. Singing could become a catalyst to enhance individual confidence as well as social connection which becomes the foundation that forms the social identity of the choristers, guided by two basic motivations: self-enhancement and uncertainty reduction. This study will be looking into 1) exploring how singing in the choir affects the self-identity of choristers in Malaysia in regard to the material self, spiritual self and the social self and 2) understanding the social identity that is developed by singing in the choir in relation to the self-enhancement and uncertainty reduction of choristers in Malaysia. This qualitative study utilizes the case study approach from gaining perspectives and insights from five community-based choir groups in Malaysia which consist of adults (above 18 years old). A thematic analysis and constant comparison strategy will be carried out upon the data gathered and themes are extracted in fulfilling the aim of the study. This concept paper is intended to provide an insight to the foundations of social experiences that could contribute to the well-being of the society especially now, during the turbulent times of Covid-19 Pandemic where many people are disconnected from the society and the individual sense of well-being are being jeopardized.

Keywords: *self-identity, social identity, choir*

UNCOVERING THE UNDERREPRESENTATION OF FEMALE POLITICIANS IN ONLINE MEDIA COVERAGE AS PERCEIVED BY JOURNALISTS

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Abstract

Gender inequality in political world can be seen in many aspects such as public's perception, leadership roles and media depiction. Apparently, female politicians are perceived as weak, incompetent and lack of experience. This has impacted directly on the representation of female politicians in media publication. Gender-stereotypic leadership roles are practiced by journalists as opposed to everyday-gender stereotypes when reporting political news. Consequently, this develops an adverse perception towards female politicians and imbalance media impartiality. Most online journalists do not trust the ability of women to succeed in politics. Therefore, this study aims to gain a deep understanding of underrepresentation of women politician as perceived by digital journalists in their writing and publications. A qualitative method using semi-structured interview was selected to explore perceptions towards female politicians by Malaysia's online journalists from Kosmo Online, Sinar Harian Online, BERNAMA, and UMNO Online, that influence their media coverage. Thematic analysis was used to analyse the findings. Based on the findings, some of the issues associated with the perception of those journalists towards female politicians were fewer number of women involvements in politics and lack of their participation in social media. Meanwhile, there were three stereotyping elements of online journalists against female politicians, namely (1) highly conservative to approach, (2) displaying weakness and (3) emotionality. Subsequently, this led to underrepresentation of female politicians in journalism that could be a sign of gender equality that must be corrected accordingly.

Keywords: *Underrepresentation, Female Politician, Online Media, Journalist, Malaysia*

LISTENING TO THE ROARING OF ENVIRONMENTAL COMMUNICATION ON SOCIAL MEDIA TOWARD UNIVERSITY STUDENTS

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Abstract

Nowadays, environmental issues are getting serious worldwide that should be aware by public. Whereas, the social media is a powerful medium to disseminate environmental information and create the awareness since populace could be educated from message. However, there is insufficient of study focuses on environmental communication on social media and discuss its influence on university students since tertiary education students are the major internet user nowadays. This research aims to examine the influence of educational level of university students to environmental communication and environmental awareness on social media. Furthermore, to discuss type of environmental communication that has the most effect in creating awareness to university students. Explanatory sequential mixed method is applied in this study. There are 346 university students participate in quantitative research, whereas 7 informants are involved in qualitative research method. Questionnaire and in- depth interview is implemented for data collection. Finding of this study discloses that educational level of university students is weak effect to environmental communication on social media (Adjusted R square of 0.008) , but modest fit to environmental awareness towards environmental communication on social media (Adjusted R square is 0.021). Besides, it is identified visual presentation is the best type of environmental communication on social media that help the university students to be aware of the current crisis of environmental problem. The finding of this study intends to guide environmental organizations in promoting environmental communication on social media, furthermore, to analyze the effectiveness of social media on environmental communication.

Keywords: *Environmental Communication, Environmental Awareness, Social Media, Mixed-Method, Visual Communication*

FACTOR INFLUENCING YOUNG ADULT'S INTENTION TO USE ONLINE DATING APPLICATION DURING COVID-19

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Abstract

The online platform such as Tinder, Facebook dating app, Bumble, and OkCupid has grown in recent times, and it has become a common trend among many people around the world, including Malaysia. People's life may have come to a halt as a result of the Covid-19 pandemic, but that does not mean the hunt for love is over. Even during the ongoing movement control order (MCO), people have a variety of dating apps to choose from when it comes to seeking love at a distance. Therefore, this concept paper aimed to analyze the reason for young adult's intentions to use online dating applications during the pandemic. It may determine the impact of user's standards, which can influence their decision. A quantitative data approach including the survey of demographic questions, social influence, entertainment, performance expectancy and communication will be used. Furthermore, stratified sampling technique will be applied by the researcher for this study. The data will be analyzed by using the SPSS. Based on the pilot test, the study shows that social influence, entertainment, performance expectancy and communication have a significant influence on the young adult's intentions to use online dating applications. The findings can be used for marketing purposes or as part of a potential analysis of the psychology of online dating users.

Keywords: young adult; dating apps; Covid-19

THE PROLIFERATION OF OVER-THE-TOP (OTT) PLATFORMS DURING COVID-19 LOCKDOWN IN MALAYSIA

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Abstract

With the proliferation of over-the-top (OTT) media platforms, this course has set a new direction in the entertainment and media markets. Particularly during the global pandemic COVID-19, video-on-demand (VOD) platforms have seen increases in their viewership and subscriptions' trends. When lockdown and social distancing had taken place, consumers have started switching their viewing preferences from conventional television and subscribed to these online media services. Therefore, the purpose of this study is (1) to discover whether utilization of OTT services such as Netflix, Amazon Prime, Iflix, Vuu, etc increasing among the younger age population, and (2) to find out the reasons for its popularity as well as (3) to identify the forecast implications towards content production and distribution with regards to the change of viewing preferences. Guiding through the Users and Gratification model, qualitative methods were conducted among urban media users in Kuala Lumpur through convenience sampling method to analyze the trends in content consumption during the lockdown period and to understand its motives as well as its implications. Findings for this study were analyzed through thematic analysis and results showed that content with a mixture of entertainment and information is most likely to attract wider and younger audiences' attention. Diverse cultures are also offered to the audiences as OTT platforms consist of contents from worldwide and the progression of mobile device usage as well as the availability of internet access causing its popularity. Consuming content via over-the-top (OTT) and watching video-on-demand (VOD) eventually have set preferences and dependence on these platforms particularly for entertainment, information, and participation among the audiences.

Keywords: *OTT, digital media, media consumption, VOD, media, viewing preferences*

MALAYSIAN YOUTH AWARENESS IN FLOOD EDUCATION THROUGH THE USE OF YOUTUBE DOCUMENTARIES

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Abstract

Around the world disasters and emergencies are on the rise. With the advent of technology, gaining information and applying it in the field of action is now known as the most possible way to avoid disasters or mitigate their consequences. The aim of this concept paper was to examine the awareness level of flood education in disaster risk reduction. Documentary can be essential tools of education on natural disasters risks. Documentary will provide viewers with a reconstruction sequence along with the scientific explanations, which will provide an overview of the events that had occurred. This study will also examine how documentary on YouTube can trigger awareness flood disaster preparedness. This quantitative research study was conducted on 30 youths in Johor, which the natural disasters always occurred for the past few years. Data were collected by a reliable and valid questionnaire, consisting of two sections which demographic information and questions about elements on YouTube documentaries, education in disaster risk reduction and awareness on flood disaster education on youth through the use of documentary on YouTube. Results indicates that it is necessary to make an effective dissemination medium in order to inform similar threat of natural disaster that can occur at any time, hoping people will have knowledge on the devastating disastrous events of the past, and it is considered necessary to know the signs leading to a disasters, what procedure should be taken to save lives, which in turn can minimize the loss of life. Documentary can be used in preparation for future natural hazards such as making decisions in a calm state without any panic in short or long-term natural disaster education. The implications of the results pertaining to media institutions responsible for developing disaster risk reduction plans, policies and programs in a natural hazard environment are discussed.

Keywords: *Flood education, Flood disaster, Education, Youth, Documentary*

BRANDING INTERVENTION TO BRIDGE THE GAP BETWEEN GENERASI BERENCANA (GENRE) CAMPAIGN AND GENERATION Z IN JAKARTA DURING COVID -19 PANDEMIC CONDITION

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Abstract

Generasi Berencana (GenRe), Indonesia's national program, is designed as an intervention program to address adolescent issues in the country. The key message of GenRe are say no to premarital sex, early marriage, and drug. Unfortunately, in Jakarta, the capital city of Indonesia, adolescent who are generation Z, are less aware of the GenRe campaign. The objective of this study is to look into the gap between the GenRe campaign and generation Z in Jakarta, aged 15 to 18 years. The Covid-19 pandemic presents both a challenge and opportunity for GenRe to improve its campaign. The method used in this study is a qualitative case study design. In-depth interviews were done through snowball sampling. The findings revealed that the informants' attitudes on premarital sex and drug addiction are permissive owing to the fact that their peers or perhaps themselves had had premarital sex and consumed drugs. The informants, on the other hand, agreed that early marriage should be avoided because it necessitates mental and financial preparedness. The majority of the informants were generally unaware of the existence of GenRe campaign. According to these findings, the gap exists as a result of a lack of understanding about the characteristics of generation Z in Jakarta. Branding intervention, particularly the brand association concept, is used to comprehend the association of GenRe as perceived by Jakarta's generation Z and to recommend a new brand personality for GenRe. This branding intervention is expected to provide guidance to GenRe campaign organizers regarding how to tailor their strategy for the Covid-19 outbreak.

Keywords: *GenRe, generation Z in Jakarta, branding intervention , brand association Covid -19 pandemic.*

A CONTENT ANALYSIS OF THE PORTRAYALS OF STATE MACHINERY FIGURES IN COMBATING COVID-19 IN MALAYSIA IN ERNEST NG'S COMIC BOOK COVIDBALL Z

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Abstract

In this time of pandemic, people engage with diverse narratives of infographics to make sense of their experiences. According to Callender, Obuobi, Czerwiec and Williams (2020), comics are graphic mediums and cultural artefact that significantly contribute to the visual community of the COVID-19 pandemic. One of the comic artists in Malaysia, Ernest Ng, initially published his comics online and later converted them into three volumes of comic books entitled Covidball Z Volume 1 (2020a), 2 (2020b) and 3 (2021). The objective of this paper is to undertake a content analysis of the portrayals of the various state machinery figures both from the government and opposition sides (i.e., ministers, politicians and government officers) in their roles in combating COVID-19. Additionally, the analysis wishes to uncover contemporary attitudes Ng uses such as symbolism, exaggeration and irony, among others, to convey his views on the current issue in obvious and subtle ways.

Keywords: *comics, Ernest Ng, Covidball Z, content analysis*

THE UNDERSTANDING OF JAVANESE VALUES 3M: MACAK-MANAK-MASAK INTEGRATED INTO AN INTERCULTURAL MARRIAGE AMONG JAVANESE WOMEN TO FRENCH LOCALS

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Abstract

In a Javanese society that adheres to a patriarchal conception, men are highly respected and favored for their masculinity. Meanwhile, the women's role as a konco wingking (a friend in the back) is to obey the husband's orders, swargo nunut neroko kathut (following a husband in heaven or hell), limits women's movement and places them in 3M: Macak-Manak-Masak (Beautifying herself-Giving offspring-Cooking). Otherwise, emancipation and globalization have gradually led to intercultural marriages which have become fascinating research topics, particularly among Javanese married women to French. This study aimed to answer the question: how does the Javanese values of 3M integrate into an intercultural marriage among Javanese women and French locals? In order to bring novelty, the researchers applied the technique of hybridization of symbolic interaction and intercultural communication theories. This phenomenological research used snowball sampling methods of 11 Javanese married women who migrated to Paris as informants. Based on the data analysis from the in-depth interviews, there was an interesting finding that Javanese women have an égalité position with their husbands, contrary to the wife role and place in Javanese. This study also revealed that Javanese women had to adapt and negotiate with new cultures, particularly by incorporating the Javanese value of 3M: Macak-Manak-Masak with French culture in order to maintain a harmonious married life with their husband.

Keywords: *intercultural communication, Javanese women and French locals, interaction symbolic, Javanese values, new culture*

PERSEPSI PELAJAR TERHADAP PENGGUNAAN PORTAL E-PEMBELAJARAN 'OCEANIA' DALAM PENGAJARAN KURSUS KOMUNIKASI DI UNIVERSITI MALAYSIA TERENGGANU

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Abstract

Kajian ini bertujuan mengenalpasti persepsi penggunaan e-pembelajaran Oceania oleh pelajar yang mengambil subjek Komunikasi di Universiti Malaysia Terengganu. Seramai 260 pelajar yang mengikuti kursus Kemahiran Komunikasi (COM 3104) yang terdiri dari 45 pelajar lelaki dan 215 pelajar perempuan terlibat dalam kajian ini. Pelajar datang dari pelbagai latar program pengajian sains dan sains sosial yang mengambil kursus ini bagi memenuhi keperluan kursus elektif. Kajian ini dijalankan pada minggu pertama semester bermula dan dijalankan sekali lagi pada minggu ke empat belas iaitu pada akhir semester Sesi I 2020/2021. Persepsi pelajar diukur dengan menggunakan instrumen yang dikategorikan kepada tiga dimensi iaitu penerimaan, sikap dan niat terhadap penggunaan e pembelajaran sepanjang empat belas minggu mengikuti kuliah Kemahiran Komunikasi. Dapatan kajian menunjukkan pelajar menerima penggunaan e pembelajaran sebagai medium terkini yang relevan untuk pengajaran kursus komunikasi. Ia juga dianggap mesra pengguna dan bersifat lebih interaktif. Kajian ini memberi implikasi bahawa penggunaan e-pembelajaran Oceania adalah platform pengajaran dan pembelajaran yang bersesuaian serta boleh diteruskan pada masa hadapan dengan meningkatkan lagi beberapa ciri terkini selari dengan perkembangan teknologi semasa serta bersifat lebih mesra pengguna.

Kata kunci: *e-pembelajaran, persepsi komunikasi, pelajar universiti, pengajaran dan pembelajaran.*

IDENTIFYING STRATEGIES USED BY STUDENTS TO MANAGE THEIR EMOTIONS DURING ONLINE LEARNING

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Abstract

The recent outbreak of coronavirus disease (COVID-19) has disrupted the global economy in an unprecedented scale and speed and forced universities worldwide to abruptly adopt online teaching and learning. Although the concept of online learning is not new and that some universities possess the infrastructure to embrace online learning, many universities across the globe especially those in rural areas were largely unprepared to adapt to the new situation. Due to lack of preparation and many still accustomed to traditional learning practices, the transition to online learning has taken an emotional toll not only on academics but also their students. The present study aimed to understand the strategies students use to manage their emotions when engaged in online learning. Utilising a qualitative research method, we recruited 12 undergraduate students studying at a public university in Selangor, Malaysia using the convenience sampling technique. Data were collected through in-depth, semi-structured interviews conducted online. Analyses revealed that some students experience fear, anger, and sorrow during online learning. This 'difficult' emotions can force the students to develop feelings of alienation and isolation and thus feel emotionally disconnected from their course mates and lecturers. This is particularly due to the absence of in-person interactions compared to conventional face-to-face lectures. Furthermore, we found that the lack of verbal and non-verbal cues can cause students to lose motivation in learning. Findings also suggest that students rely on social support from their lecturers, parents, and friends to help improve their emotions and get them engaged in online learning. Students also turn to their social media to alleviate 'social loneliness'. The findings of this study is expected to help academics and universities understand ways students cope with online learning and the need for their peers to help improve the students' emotions. A number of recommendations informed by the participants' feedback are offered to assist academics, universities, and policy makers improve future online learning experiences.

Keywords: *digital technology, emotions, emotion management, online learning*

SEX-EDUCATION COURSES IN SCHOOL SYLLABUS EFFECTS TOWARDS CHILD GROOMING ISSUES IN MALAYSIA

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Abstract

The news of an 11-year-old being wed off to a 40-year-old in Kelantan few years back shocked the nation, Malaysian has been calling for the authorities and man-in-power to include sex-education subject in the school syllabus together with the call to raise the minimum age limit for girls to marry. The worrying spike of sexual grooming issues, including with 'consent' from a 15-year-old for her teacher to touch and act upon sexual acts on her, are yet another proof that goes to show that most school children were not aware of sexual and child grooming, and the entire modus operandi conducted by the predators. The lacking of knowledge on sexual grooming has caused victims were not able to expect or comprehend the extent of the mental trauma carried by a sexually groomed victim. The aim of this paper is to collect the opinions and voices of Malaysians from various age group, localities as well as education level on the need for the country to include the subject of sex-education as part of its national education syllabus at elementary and high-school level. Qualitative study will be conducted using content analysis on news reported & previous studies relating to mentioned issues. It will incorporate findings from previous studies on sexual grooming issues including the sexual groomed cases reported and 'taken care of' by the authorities, while also inquiring Malaysians of all ages on their views of the subject and its practicality to help schoolchildren identified and understand child grooming better, had it included and taught in schools. Further validations will be done through interview some respondents aged 18 and above pertaining to the subject matters. Study conducted was expected to assist in portraying Malaysian perception on sex education as one of the subject in school syllabus as well as effects identifications towards child grooming in Malaysia

Keywords: *Sex Education, School, Child Grooming, Malaysia*

EVALUATING THE CHALLENGES OF DIGITAL TRANSFORMATION AMONG STUDENTS IN HIGHER EDUCATION DURING COVID19 IN SOUTH AFRICA: A CASE STUDY OF COMMUNICATION SCIENCE STUDENTS AT THE UNIVERSITY OF ZULULAND.

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Abstract

The novel coronavirus pandemic continues to wreak havoc within the education landscape globally. During these unprecedented times, digital transformation has become a crucial strategy government are adopting to stay connected and promote inclusive growth within the education sector. Higher Education in South Africa shifted overnight to online learning in profound inequalities among students which have further exacerbated the digital divide. South Africa has felt the blow of the virus as they are challenged with saving the academic year whilst protecting the livelihood of its stakeholders. Through a quantitative research approach, this paper explored the challenges faced by students at the University of Zululand in transitioning to online learning during the COVID19 pandemic. Random sampling was used so that all students had an equal opportunity of being selected. A survey method was adopted for this research. A questionnaire created through google forms was used to gather responses from students in the Department of Communication Science at the University of Zululand. Overall, the results show that students are not satisfied with the current state of online learning. Findings further revealed that the key challenges faced were the lack of resources such as devices, internet connectivity, availability of electricity and high data costs. The transition to online learning has intensified the inequalities of the disparate adversity faced by disadvantaged students. These hindrances have negatively affected the learning process. The quality enhancement of online pedagogy is imperative at this stage. Higher education must develop strategic plans coupled with digital literacy tools and resources to equip students and academics to address the digital divide gap.

Keywords: *digital transformation, online learning, Higher Education, digital divide*

THE COVID-19 LOCKDOWN LEVEL 5: THE CHALLENGES FACED BY NATIONAL BROADCASTER INCLUDING COMMUNITY TELEVISION STATIONS TO PRODUCE TELEVISION PROGRAMS. ZULULAND.

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Abstract

Television programmes play an important part in the lives of people globally, this is a source of receiving information and entertainment. South Africans love their locally produced programmes, and many follow them religiously. The South African government like many other governments in the world had to lockdown their countries. South Africans had to endure hard lockdowns, and this meant a total shutdown of all industries. Although the media industry was deemed to be essential services, not all sectors fell under this proviso. Programmes that usually which was pre-recorded episodes of sitcoms, soapies and other cultural programmes came to a standstill. Advertisements were cancelled or drastically reduced, this means the loss of income and jobs. This study investigates how both the National and Community Television broadcasters operate under these stringent lockdowns. What measures did they apply to maintain their operations? The Uses and Gratification Theory was used to conceptualize this paper. A qualitative research methodology by using a semi-structured questionnaire to interview both managers and production personnel. The study revealed that advertising almost vanished on both community and public broadcaster on various time slots. Ministerial briefings, which usually took hours of airtime, disrupted schedules have reduced revenue. Most of the staff was forced to take packages at community television and the national broadcaster, staff negotiate some short-time work, while some staff saw salary deductions applied on a sliding scale. Some staff members indicated that they engaged the industry by becoming independent service providers.

Keywords: COVID-19, television, Lockdown, Community Television

FIRST-YEAR STUDENT EXPERIENCE: THE USE OF DIGITAL MEDIA IN TEACHING AND LEARNING AMID THE COVID-19 PANDEMIC AT A RURAL CAMPUS-BASED IN SOUTH AFRICA

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Abstract

The Covid-19 pandemic has brought many changes in higher education institutions both globally and including South Africa. This disruption required a drastic response and lockdown restrictions had to be instituted which brought teaching and learning to a standstill. During this period, many higher learning institutions were forced to digitally transform from traditional face-to-face into virtual teaching and learning. This move has made digital media to become the driving force behind teaching and learning in higher education sectors. Students from rural areas who attended schools where they never experienced or used digital media in their classrooms had to switch over to online learning, this has placed them at a disadvantage. Therefore, the paper examined the first-year students' experience when they were forced to embrace the digital transformation of teaching and learning. The paper examined the digital learning divide and other disparities that students faced while studying from their homes. The Paper also looked to find plausible solutions that can be implemented to assist first-year students to adapt to using digital media in their learning. The paper adopted a qualitative approach that surveyed similar research done in this area and which also allowed research gaps to be identified. The quantitative approach was also used and questionnaires were used to gather feedback. Purposive sampling allowed the researchers to select a representative of the relevant population with the most information on the characteristic of interest. The paper was conceptualized by the use of the Technological Acceptance Model and Two-way Communication Model.

Keywords: COVID-19 pandemic, Digital media, Digital transformation, Virtual Learning, and Teaching.

YOUTH AWARENESS ON MOBILE GAMING ADDICTION TOWARDS PHYSICAL HEALTH ON YOUNG ADULTS IN MALAYSIA

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Abstract

Mobile gaming had recently gained more popularity amongst young adults especially with the popularity of e-sports and mobile gaming communities available online recently. Previous studies have frequently highlighted about gaming addiction tendencies and mental health issues. However, this paper will specifically focus on the issues of physical health related to mobile gaming addiction. There were issues caused by mobile gaming addiction that affects young adults in physical health such as bad posture, obesity, visual impairment, muscular weaknesses, and more. Additionally, a report by Malaysian Communications and Multimedia Commission (MCMC) in 2013 showed that 44.5% of Malaysian youth spends more time online in a week. Thus, the objective of this study was to explore the awareness about physical health that Malaysian young adults had on mobile gaming addiction. The study will employ the quantitative study method by distributing questionnaires attempted to collect relevant data for the study. It will consist of three sections, Section A will be asking about the demographics of the research respondents, Section B will question about the awareness that participants had on mobile gaming addiction and Section C will discuss more about mobile gaming addiction towards physical health. The outcome of this study will produce results on whether young adults' awareness regarding physical health had improved. This will further increase the knowledge on adverse health effects related to prolonged mobile gaming. Moreover, studies related to physical health regarding mobile gaming will be very beneficial to the future generation to prevent mobile gaming addiction.

Keywords: *mobile gaming, addiction, young adults, Malaysia*

DISCOVERING THE ENGAGEMENT OF USER GENERATED ONLINE VIDEO AS A PLATFORM FOR FREEDOM AND DEMOCRATIZATION AMONG GEN Y: A PHENOMENOLOGY APPROACH

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Abstract

The explosion of user generated web page which enables independent postings has contributed to the blooming use of the digital media platform among Gen Y. In fact, the aftermath of the 2018 elections did not affect the decision of the Malaysian government to stay unrestrictive on the policy of Internet usage. Moreover, there is no blocking system mechanism that can filter unwanted political content in cyberspace by far. Thus, as adapting to the openness of cyberspace, a survey from Freedom House in assessing the level of internet freedom revealed that Malaysia scored 58% of having internet freedom comparing to other 64 countries around the world as in 2019. Evidently, the openness of the public sphere is also the underlying factors that encourage Gen Y to become involved in social media. The purpose of this study is to discover the engagement of user generated online video as a platform for freedom and democratization among Gen Y. Using phenomenology approach, salient discoveries were obtained through in-depth interviews with 15 User Generated Online Video (UGOV) residing in Klang Valley. The NVivo 11.0 software was used in the process of open, axial and selective coding. A combination of thematic analysis as well as constant comparison strategy were used to analyse the data. The result indicate that the Gen Y are open to the information and solution that will light up their future. Either it is organizational or individual postings, all informants are looking for the holistic views and balanced reporting or story in the video. Both postings are valuable because the Gen Y are highly dependent the social media platform such as UGOV for information.

Keywords : *User Generated Online Video , Gen Y, Freedom, Democratization, YouTube*

CULTURE AND THE ROLE OF MEDIA: A CRITICAL ANALYSIS

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Abstract

In this age of digital media, popular culture has emerged as a powerful phenomenon. This article discusses how media is the key player in promoting popular culture. Further, it illuminates the cultural shift in the 18th century with urbanization and industrial progress. In this regard, available literature of the past twenty years has been critically reviewed. This article confers different sources of popular culture such as movies, TV programs, online video gaming, politics, music, sports, mobile applications, advertisements, and E-commerce and describes the significant role of media. Thus, this study concludes that the media has played an important role in cultural change from folk culture to popular culture. It can be further concluded that Media is still the main player in formulating and promoting popular culture. This study also suggests that popular culture is a great power that can be helpful for agenda setting and diplomacy. Popular culture is dynamic and media continuously play a crucial role in promoting popular culture.

Keywords: *Culture, Popular Culture, Folk Culture, Media*

CHALLENGES AND PROSPECTS OF RISK COMMUNICATION FOR PHILIPPINE ELECTIONS IN THE TIME OF PANDEMIC

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Abstract

Risks are present in electoral administration, processes, and participation depending on when, where, and what condition the elections take place, more so in situations such as a health pandemic. From 2020, the world saw electoral disruptions — from delays and postponement — on the one hand, and safeguards to manage the electoral risks during the pandemic, on the other. This necessitates a comprehensive risk assessment-management-communication framework as consideration for electoral reforms. This paper focuses on challenges and prospects of risk communication from the Philippine experience of the plebiscite on the proposed division of Palawan province, to voter registration and preparations for the 2022 national and local elections. Pandemic-proof risk management policies and processes on voter registration, online campaigns, health protocols for in-person voting, extended voting hours, mobile voting app and the use of isolation polling places (IPPs) for voters with COVID-19 have been initiated. Challenges of mis/disinformation, varying digital connectivity and access to technology, trust-building in election management institution will require risk communication strategies for a national level electoral conduct, localized context, new policies and processes, and special considerations and procedures for vulnerable and marginalized voters due to sector, health condition, geographical location, and connectivity. These are in addition to concerns on disenfranchisement, funding, violence and irregularities, technical problems, low turnout which further challenge election legitimacy, efficiency, transparency, and inclusivity in a pandemic. Prospects in the use of technology, voter education, electorate's consciousness and experiences on the pandemic management as an election agenda, media and information literacy and digital generation of first-time voters among others should therefore be harnessed. Election officials, health experts, advocates, academe, IT, media, and communication practitioners can work in interagency and multi-stakeholder efforts that will identify and communicate nationwide risk prevention and mitigation strategies to ensure timely but safe, free and fair elections in 2022 and beyond.

Keywords: risk communication, Philippine elections, pandemic

USES AND GRATIFICATIONS ON SOCIAL MEDIA AS LEARNING TOOL IN VISAYAS STATE UNIVERSITY-ISABEL: BASIS FOR A PROPOSED E-CLASSROOM

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Abstract

This study, entitled “Uses and Gratifications on Social Media as Learning Tool in Visayas State University-Isabel: Basis for Proposed E-Classroom, was conducted in order to identify the attained gratification of the VSU Isabel freshmen and its faculty members in terms of cognitive, affective, social integrative, personal integrative, and tension release. Furthermore, this study also described the respondents’ level of engagement, identified the widely used social media platforms, determined the means of accessing the medium, and tracked down the purpose of why they continue to expose themselves to this modern medium. The goals of the study were answered through the use of a survey questionnaire instrument which was adapted. They were modified from the study titled “Social Media: The Use of Facebook As A Tool To Support Learning in Higher Education” (Hayde et al. (2013). The statements and selection on the survey were aligned to the study’s framework need types. After the conduct of the research, results reveal that majority of the respondents spend an average of 2-3 hours every day. In terms of social media platforms, Facebook and YouTube ranked as the most widely utilized platforms. In terms of means of access, students ranked home as the primary place of media access while teachers ranked the school as the main venue where they gain full access. In terms of purpose, students access social media in doing their assignments while teachers ranked announcements as their main purpose. In terms of gratifications, results showed that most students have agreed that social media is beneficial for them. On the other hand, the faculty members of VSU Isabel have strongly agreed to the idea that social media have been a great help to meet their personal and professional needs. Since the students’ gratification was only on the agreed level, the results of this study will then be a basis in proposing an e-classroom or online learning platform in VSU Isabel. The implementation of the proposed e-classroom will not only help in increasing the gratification level of the students but will also boost the learning experience of the students in this institution.

Keywords: *social media, learning tool, e-classroom*

THE AWARENESS OF ROAD SAFETY AMONG FOOD PANDA AND GRAB FOOD AND ITS EFFECTS TOWARDS THE RIDERS ATTITUDE IN MALAYSIA

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Abstract

Road safety education plays an important role in shaping attitudes among individual. Drivers and riders in Malaysia have been imposed to obey driving or riding school curriculums that stressed on road safety before obtaining any licence. Ability in following rules and regulations on road safety will entitled one as matured safe riders. However, recent issues involving Malaysian reckless riders specifically in food delivery continuously increasing and reported in media. The situations have increased on societies concerned on the road safety. Therefore, due to this; assessment on the rider's awareness must be further clarified. The confirmation will lead towards identifying factors that has caused them in traffic rules violations. Therefore, the presents study aims to measure the level of awareness of road safety among the food riders in Malaysia and its factors led towards their attitude. The factors that possibly pursue towards their attitude might be rushing for delivery and catch up trips and commission. To achieve this, methodology used in collecting data was quantitative method where Food panda and Grab food riders around Lembah Pantai were chosen to answers the Likert scale questionnaires. Findings are expected to contribute towards future study on road safety as well as improving current road policies and penalties available to its offender. The main factor was figure out by SPSS where one from two hypotheses was proven to be the main factor leads towards the food rider's attitude.

Keywords: *Road Safety, Food Riders, Traffic Violations, Attitude*

ICT LEARNING AMONG AGRO-BASED ENTREPRENEURS: A CASE STUDY IN SAMARAHAN DIVISION, SARAWAK

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Abstract

Information and Communication Technology (ICT) skills are vital for entrepreneurs to capitalize on the Sarawak government initiative towards a digital economy. In this respect, proper training is necessary to equip entrepreneurs, particularly agro-based entrepreneurs with the knowledge and skillsets required in today's business. This paper reports preliminary studies on the knowledge and extent of ICT usage among agro-based entrepreneurs in Samarahan Division of Sarawak. Data collected from questionnaires administered to participants from districts of Kota Samarahan, Simunjan, and Asajaya, were analyzed by descriptive, and inferential statistics using ANOVA. Although majority of respondents are positive about learning ICT, a mean value of 3.739, less than the mode and median and the skewness of -1.317 implied that there is a segment of respondents who do not find ICT learning easy. The mean value, the minimum and maximum values indicated that item scores decreased as the age of the respondent was higher. This suggests that older respondents felt learning ICT is not easy. The minimum score is 4.00 for the 20-29 age group, 2.0 for the 40-49 group, and 1.0 for those aged 50 and above. The findings also show a significant difference in the ability in learning ICT with respect to age groups (p value = 0.015) and varying levels of education (p value = 0.008) among the agro-based entrepreneurs.

Keywords: Samarahan, Sarawak, agro-based entrepreneurs, ICT, age, education

A SYSTEMATIC REVIEW OF ALCOHOL USAGE AND SOCIAL MEDIA BULLYING FOR PERPETRATION OF EMOTIONAL ABUSE AND SEXTORTION ON WOMEN IN GHANA

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Abstract

Previous studies demonstrate the long term effects of alcohol consumption leading to sextortion in intimate partner relation. With a few exceptions from Asia, however, the literature on alcohol leading to sextortion and cyberbullying is largely limited to North America and Europe. To date, contributions from sub Saharan Africa remain scant. Sexual harassment and emotional abuse via sextortion against women is a global problem; it is therefore not unique to Ghana. This study provides a systematic review of sextortion (sexual corruption) and emotional abuse via social media bullying in Ghana. Domestic and family violence against women are endemic in Ghana. Evidence suggests there is a growing trend of Ghanaian female experiencing physical, sexual, emotional or economic intimate partner violence. The review methods is focused on the results of available literature and social media reports (newspapers, blogs) to address fundamental issues such as sexual corruption in the education sector, legal action and challenges that the victims of sextortion face in the legal system. Literature dated from January 2000 until January 2021 were identified by searching the appropriate keywords in international databases such as MEDLINE Web of Science, PubMed, Scopus, Cochrane and Google Scholar. The interesting findings of this research shows that the use of Social Media (via WhatsApp, Facebook, Instagram) as a tool is the cause of manipulating womens feelings and emotions by bullying them in an emotional way that eventually affects their well-being. Evidence suggests that alcohol and social media is among the most important factors that contribute to cyberbullying of vulnerable women in Ghana.

Keywords: *Emotional abuse; alcohol; sextortion; social media; Ghana*

“I DON’T WANNA WASTE MY DEGREE’S YEARS BY NOT KNOWING MY CLASSMATES”: REFLECTIONS OF FIRST-YEAR STUDENTS REGARDING ONLINE LEARNING EXPERIENCE DURING COVID-19 PANDEMIC

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Abstract

The declaration of COVID-19 as a pandemic in March 2020 by the World Health Organization (WHO) has caused chaos in educational activities around the world. Many countries have enforced lockdown, and universities also have shifted to fully online learning. This situation has contributed to a new academic adjustment for both lecturers and students in adapting to the online learning platforms. However, the adjustment will be more difficult for the freshies or first-year students as they are just about entering university life. Thus, this qualitative study aimed to explore the first-year communication and media students into online learning experiences. The research was conducted by collecting forty-five written reflective papers from the first-year undergraduate students which cover their opinion, challenges and feelings on online learning experiences. The content of the reflective papers was analysed using NVivo 12 software. Findings from this reflective narrative study provide valuable insights into how the first-year communication and media students view the online learning classes in higher education, the challenges of working with new virtual classmates, the adjustment and role as student and daughter at home, their mental health and emotional feelings towards online learning. Through these experiences, students received valuable lessons about managing their time efficiently, becoming environmentally friendly and independent. At the same time, students also feel sad and demotivated due to a lack of face-to-face interaction and proper self-introduction with the new classmates. Most importantly, they were unhappy because they have missed the exciting experiences to live on campus during the first year of their degree. Besides, this study also explored another aspect of the qualitative approach, which is a reflective method in understanding the first-year students’ experience towards online learning in a public university in Malaysia which is beneficial for both lecturers and students.

Keywords: COVID-19; online learning experience; learning adjustment; qualitative research; higher education

THE INFLUENCE OF VIOLENT FILMS ON THE ATTITUDE AND BEHAVIOR OF THE AUDIENCE AND THE ABILITY IN BUILDING MORALITY

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Abstract

Films referred to as motion pictures, involves projecting a series of images into the screen to create an illusion of motion. It is one of the most popular forms of entertainment, enabling people to immerse in an imaginary world for a short period. The influence of foreign films has not been in question, however, the type of influence, that is whether it is negative or positive has been the question in among the public. This is exactly what brought about this research work, and it is to examine the influence of films on the moral values of the audience. The purpose of this study was to determine the impact of violent films on audience attitudes and behaviour as well as actions in improving moral quality. The research design used was quantitative research method and this quantitative study uses probability sampling. The type of probability sampling in this study is simple random sampling. The data collection techniques used Google Form to distribute the questionnaires and use likert scale with 5 points scale measure and the scales are anchored by strongly agree and strongly disagree for each question. The questionnaires distributed in Television Network Unit, Media Prima Berhad and the population size is N=100 registered staff. According to the Krejcie and Morgan table, the sample size is 80. The questionnaires consist of 30 questions and each section consists of 6 questions and divided into five sections: demographic, characteristics of violent films, films and attitudes, films and behaviour, films and building morality. This study resulted in the finding that films do have an impact on audience psychology both from the negative and the positive side. The negative impact on films can cause disruption especially on adolescent and children development because not all adolescents and children have the ability to filter what can be imitated or not and the positive impact that can be taken is that films can be used as a medium or source that can help adolescents and children understand the world and have an effect for children's emotional intelligence.

Keywords: *violent films, attitude and behaviour, film morality, impacts of films, films on society, filmson adolescents*

THE DISINFORMATION PROPAGATED THROUGH SOCIAL MEDIA DURING THE COVID-19 LOCKDOWN IN SOUTH AFRICA

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Abstract

The communication of information during the COVID-19 pandemic is vital to combat the spread of the Coronavirus. This era of technological innovation in the communication space has brought about the ability to share and receive information instantly with a click of a button. The reliance on traditional news outlets has become an unthinkable choice, especially with social media outlets. Social media has become the popular media outlet of choice for seamless interactions with multiple users. The transmission of disinformation about the COVID-19 pandemic has created fear and paranoia among many users. Social media postings about COVID-19 have become a hot topic of discussion. The public is information-hungry, and they tend to become gullible and consume a variety of conspiracy posts. The recycling of these posts of unconfirmed claims creates a perfect opportunity for fake news to thrive which negatively affects people and misleads them. This paper, therefore, focused on the reactions and experiences of the public as well as the information that was cascaded to them. Their experiences are anecdotal evidence; therefore, a qualitative approach was adopted by using content analysis. The chaotic broadcasting of fake news makes it necessary to reconsider the audiences' communication. The paper was conceptualized using the Reception Theory, through news consumption via social media outlets. Possible further research would prove to be beneficial in the area of the lesson learnt about recycling message that is unverified.

Keywords: *Disinformation, Fake News, Reception Theory, COVID-19, Coronavirus*

FEMALE IDENTITY IN CURRENT INDONESIAN FILM

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Abstract

*Since the reform era (1998), there has been a significant increase in women's participation in the Indonesian film industry. They work behind the camera as a producer, directors, trainers, publicists, and distributors. Women no longer discourse as a weakling in the eyes of men, but they are portrayed as an inspirer, highly educated, and active. This article argues that these women filmmakers create a different female identity than their male colleagues. This article discusses how they make a distinct female identity by introducing various female characters into their films. It then analyses with feminist critical discourse analysis technique by Sara Mills's (1992) from filmmaker Mouly Surya Marlina; *Si Pembunuh Dalam Empat Babak* (Marlina the Murderer in Four Acts, 2017) to show how she deal with the identity of female characters. The article shows how women use film to express themselves and examine problems faced by women and stereotype phenomena. The result is female filmmakers represented the women's revolution in filmmaking and filmed no longer as entertainment for the community but also as a medium for women's liberation from stereotypes.*

Keywords: *Female identity, Women filmmaker, Indonesian film, Feminism, Power, Control, Patriarchy*

VIEWING EXPERIENCES OF THE DEAF COMMUNITY ON TELEVISION NEWS PROGRAMS IN THE PHILIPPINES DURING COVID-19 PANDEMIC

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Abstract

Understanding the viewing experiences of deaf community on television news in today's digital age is important in ensuring that everybody is informed especially this time of Pandemic. With that, the researchers aimed to identify the issues and concerns experienced, and reveal the community's strategies on how to address the issues and concerns on Filipino Sign Language (FSL) in major news programs namely TV Patrol, 24 Oras and Frontline Pilipinas. This case study employed descriptive design and qualitative approach. Focused-Group Discussions (FGD) were facilitated to purposively selected members of deaf communities who regularly watch the major news programs. This is with the assistance of professional sign language interpreter who verbalized the sign languages. Research found out that the interpreters, size of inset, evolution of sign languages and feedback to the TV News Programs are among the issues experienced by the deaf community. Concerning the interpreters, inconsistency, mixture of sign languages and absence of facial expression were experienced. With regards to the size of inset, difficulty to understand the sign languages and sometimes cut-off of some body parts of the interpreters are noticed. Meanwhile, the community experienced unfamiliarity on the signs so they seek help to other members of the community with regards to the evolution of sign languages. Lastly, the community revealed the absence of getting the feedbacks of the deaf community to the program. With that, the community disclosed the possible strategies to address their issues and concerns. These include professionalization of the interpreters, increasing the size of inset, urgent standardization of FSL in broadcast media and coordination of the deaf community to the TV network for the feedback. From these findings, initial actions for the Kapisanan ng mga Broadkaster ng Pilipinas (KBP), broadcast institutions and members of deaf communities were recommended in this study.

Keywords: *Deaf Community, Viewing Experiences, News Programs, Broadcasting*

A SYSTEMATIC REVIEW ON ONLINE GAMING ADDICTION AND STUDENT'S BEHAVIOUR IN GAMING: THE CASE OF PLAYER UNKNOWN'S BATTLE GROUNDS (PUBG)

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Abstract

Online gaming addiction among the students can be classify as a very popular issue that have been going on until now. Previous case study shows that previous researcher is more focusing on the online gaming addiction. Less studies were conducted in the effect of the addiction towards the students' behaviour. However, as for present study, the researcher will be focusing on online gaming addiction and students' behaviour in Malaysia. Previous study shows a statistic about 1.4% addicted on online gaming and experiencing negative behaviour issues. Moreover, online gaming also led to a negative behaviour because of the extreme elements in the game. Therefore, the aims of the present study are to do a systematic review on online gaming addiction and student's behaviour in gaming. The present study will employed Qualitative method. PRISMA systematic review will be conducted in reviewing previous journal from the year of 2016 – 2021. Findings shows that the addiction of online gaming among the students in Malaysia results to a negative behaviour amongst them. This data can justify the main reasons why behaviour issues among students in Malaysia keep on rising. A collective of systematic review assists in identifying the trends on online gaming addictions and students behaviour in gaming.

Keywords: online gaming, addiction, student's behavior, PUBG

VIDEO JOURNALISM IN THE TIME OF CORONAVIRUS: DIGITAL NEWSGATHERING PRACTICES IN FILIPINO NEWSROOMS DURING THE COVID-19 PANDEMIC

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Abstract

Video journalists' roles in the time of the COVID-19 pandemic have become more critical because people are hungry for information, visuals, and stories about the coronavirus. However, because of the extraordinary circumstances created by the COVID-19 pandemic, news organizations have adopted safety protocols like work from home set up for their video journalists and public affairs producers. Video journalists who are used to high-end cameras, audio equipment, and immersing with their subjects have shifted to digital video production because of the lockdown. Video journalists were forced to embrace new routine and practices to continue producing and presenting news. This study deconstructs how digital newsgathering techniques shaped the journalistic processes of video journalists during the coronavirus pandemic using the hierarchy of influences approach's routines level of analysis. The study presented narratives from four television journalists from major TV networks in the Philippines about their experiences in producing video reports during the pandemic. Five themes emerged in the study: 1) Social media as source of Stories, 2) "First-person journalism", 3) A lack of human interaction and the limits of technology, 4) The challenges of information access, and 5) A new normal, new routines. These themes revealed how the restrictions and digital media use have challenged the routines and the video production workflow of the video journalists. It also highlighted that video journalists practice a more sedentary journalism relying on content and contributions from citizens for their video production. New common news routines have altered not just the workflow of the journalists but also the quality and variability of news contents presented to the public.

Keywords: *video journalism, news production, media routines, digital newsgathering, hierarchy of influences*

DIGITAL COMMUNICATION: WHATSAPP AS A TOOL FOR TEACHING AND LEARNING AMONG COMMUNICATION SCIENCE STUDENTS DURING THE COVID-19 LOCKDOWN

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Abstract

Higher education has been severely impacted by the COVID-19 pandemic. The implementation of the lockdown level 5 brought all educational institutions to close their doors. Traditional pedagogy became a challenge and caused lecturers to seek alternative teaching approaches. The innovation of social media has revolutionized the communication process through digital communication. This innovation, more specifically WhatsApp made it easy to connect with students to share teaching and learning content. WhatsApp offers its users a quick engagement process for instant messaging, many lecturers use it to connect with their students. However, WhatsApp was not designed as a learning app but for online social interaction. The study, therefore, focused on the merits and drawbacks of lectures' using WhatsApp for teaching and learning during COVID-19 lockdown. Furthermore, the study looked at whether teaching and learning were achieved effectively by using WhatsApp. The paper adopted a qualitative and quantitative approach and questionnaires were used to gather data from both students and lecturers from the Department of Communication Science. The paper was conceptualized using Two-way Communication and the Technological Acceptance Model (TAM). Findings revealed that WhatsApp used by lectures has been effective in assisting students with remote learning during the COVID-19 lockdown. However, the major challenge faced by students was the issue of connectivity and internet data usage within rural areas that lack proper infrastructure.

Keywords: *WhatsApp, Higher Education, COVID-19, Remote Learning, Internet Data Usage.*

PROFILE AND TRAINING NEEDS OF MEDIA AND INFORMATION LITERACY IN THE PHILIPPINES

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Abstract

Media and information literacy (MIL) has been integrated in the Philippines' K to 12 curriculum as a core subject since 2016. Based on feedbacks of some teacher-participants to the seminars conducted by Philippine Association for Media and Information Literacy (PAMIL), they admitted that they still need more training programs since MIL is relatively new. This paper focuses on the survey conducted among 682 teachers to find out their profile, knowledge on MIL, attitude towards MIL teaching, and MIL competencies. The MIL teachers are generally female, married, with 26-30 years old of age and with three (3) years' experience of teaching MIL. In terms of their level of knowledge, two items have been answered positively: "MIL includes evaluation of media and information" and "MIL empowers audiences to use and produce media and information more responsibly." Two items have been rated significantly on teachers' attitude towards MIL teaching. These are "I assess student outputs based on learning competencies or outcomes" and "I ask my students to analyze and evaluate messages before producing their improved versions." Developing search strategies/search processes to find media and information topped the list of training topics that the teachers wanted to pursue. This is followed by the area on understanding and questioning context, ownership, regulation, audiences, economic, legal, privacy, and security issues of media and information. These top two topics must be prioritized in the training of media and information literacy teachers in the future.

Keywords: *media and information literacy, knowledge on MIL, MIL competencies, media literacy, information literacy. training of Filipino teachers,*

ANALYSIS ON THE APPLICABILITY OF THE PRINCIPLES OF COMMUNICATION PRIVACY MANAGEMENT THEORY IN THE CONTEXT OF COVID-19 PANDEMIC: CASE STUDIES FROM THE PHILIPPINES

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Abstract

Information management during the COVID19 pandemic ranges from personal to institutional level of agencies. This was highly observable at the onset of the national health emergency in the Philippines when most Filipinos who had symptoms did not know what to do. They, as well as their relatives were in quandary and fearful of the situation they were in, and so were the government and private agencies especially those involved in health care services. When in need of medical attention, will they tell the truth about their travel history or their exposure to anyone who is infected? It is in this context that the researchers studied the turbulence which occurs when mutually held rules invoked by a community is breached by its members through concealment and gatekeeping during national health emergencies. The study brings to the fore how management of private information prevents boundary turbulence, maintains personal relationships, and serves their personal purpose but results to uncontrolled social turbulence during pandemic. Applicability of the system and principles of Communication Privacy Management Theory focusing on concepts such as privacy ownership, privacy control, privacy turbulence, information shareholder and information stakeholder were studied qualitatively through data generated from participants of varying points of view— a) patients and/or relatives who managed their private information; and b) patients, their relatives and health workers such as doctors, nurses, and medical staff who were adversely affected by such management of private information.

Keywords: *COVID19, communication, turbulence, privacy management*

CAMPUS RADIO VERSION 2.0: THE CONVERGENCE OF CAMPUS RADIO WITH DIGITAL MEDIA

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Abstract

Whether successfully, or unsuccessfully, it is safe to say that media have now entered the age of digital revolution. Significant research carried through digital technologies, have managed to observe the gradual transition on the variety of print, television, and even commercial radio. There is next to none, however, on the knowledge about existing digital adaptation in campus-based radios. With the heightening online consumption, up to social media and podcasts, campus radio has officially constituted digital technologies. The sustainable operations of campus radio station are being challenged by economic, content, and technology factors. Media Convergence Model and the Four Laws of Media are the tools to examine the modification process. The same model is primarily used to investigate the level of convergence of campus radio station with the internet through social media and other digital platforms. This study intends to analyze the use of digital technologies in four (4) campus radio station case studies. The informants of this research are the four largest universities in the Philippines and members of College Radio Network – Ateneo de Manila University’s Radyo Katipunan, Pontifical and Royal University of Santo Tomas’ Tiger Radio, University of the Philippines’ DZUP and Polytechnic University of the Philippines’ DZMC. To study individual perceptions toward digital transformation of the campus radio, qualitative methods were integrated in the study. Extensive investigation about how organizational structure on campus radios transforms through time, through the aid of technological advancements, requires qualitative measures. The findings determined in this study suggests that digital platforms have the capacity to transform campus radio organizational structure by advancing the efforts of the station to maintain its relevance. In order to generate auxiliary content via social media, podcasts, and mobile technologies, each of the stations utilizes digital media as a substantial platform. Likewise, provided is an overview on the organizational aspects of campus radio that can guide future and related research.

Keywords: *political crisis reporting, mainstream media, alternative media, best practices*

THE LIVED EXPERIENCE OF TEACHERS IN AN ONLINE LEARNING ENVIRONMENT

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Abstract

The study explored changes and transformations experienced by teachers in an online learning environment. It examined principles, standards, management, and delivery of learning possibly modified in an online platform. It asked, “How has online learning in a pandemic transformed teachers of their views and insights on education?” The study used Cognitive Constructivism of Jean Piaget. Learning from this perspective is understood as a self-regulating process of resolving inner conflict that often is apparent through concrete experience, collaborative discourse, and reflection (Brooks and Brooks, 1993). The study examined the process of construction, deconstruction and reconstruction in learning. The study used in-depth interviews and focus group discussions of selected teachers of De La Salle-College of Saint Benilde which has utilized the online platform in full operation since the pandemic. Some key findings included deconstruction on authority i.e., teachers face restriction in instilling discipline and values normally applied in a face-to-face learning; reconstruction on active learning i.e., students are not required to engage in discussion due to weak connection thereby teachers exploring other means of student participation; and construction on inclusion as a primary principle in learning. Stories that resonate among teachers are deaths brought about by the pandemic, mental breakdowns, the frustration of connecting with students, and the challenges and opportunities of the online platform in education. The study’s findings reflected dominant experiences of teachers that may be used in the development of policies, approaches, and programs in online learning.

Keywords: *online learning, constructivism, inclusion, pandemic, teachers, transformation*

RISK AND CRISIS COMMUNICATION ON COVID – 19 IN MARIKINA AND PASIG: THE CASE OF TWO PHILIPPINE CITIES

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Abstract

The COVID – 19 Pandemic is the greatest health crisis of our time which showcased the dynamism of governments around the globe as rapid response has become the key in addressing such health crisis. In the Philippines, it was a test of leadership, especially to local governments, to ensure public health and safety while ensuring the continuous provision of social services among its constituents. Health communication as an instrument of risk and crisis management has proven to be the most crucial aspect of governance in this time of global crisis. Thus, this study aims to shed light on the good practices and lessons learned from the local executives' efforts which will serve as benchmark for communication strategy and framework in the formulation of health crisis communication plan of local governments. Data on best practices of two (2) Philippine cities were drawn from interviews while media content were analysed using narrative analysis and content analysis, respectively. Data collected comprised of the current health risk and crisis communication practices and strategies, perception of informants and recommendations for LGU implementation. This is in the context of responding to the current crisis as well as in future emerging health crisis.

Keywords: *health crisis communication, risk communication, health communication, local governments*

DIGITAL LEARNING AWARENESS AMONG UNIVERSITY STUDENTS IN AFRICA

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Abstract

Digital learning is a powerful tool in the dissemination of information and ideas to students in the educational sector. Due to COVID-19, most universities have adopted the use of digital learning to communicate with their students. However, many university students especially from the rural areas remain unaware of digital learning and the various available technologies. The lack of understanding, lack of access to digital devices and internet connectivity have led to many rural students experiencing challenges and not fully benefiting from digital learning. Meanwhile, students who are aware of digital learning can take advantage by ensuring that they are used to overcome previously experienced challenges. Therefore, this study looks at the significance of adequate knowledge on the awareness of digital learning. The qualitative, review method was adopted for this study by using relevant literature. The findings of the study show that the knowledge of digital learning is lacking by many university students. Many students are unprepared for digital learning. Furthermore, several factors amongst others can hinder students' awareness of digital learning such as poor awareness strategies, poor style of integrating digital skills in learning, lack of essential digital skills and lack of commitment from the students and the lack of access to digital technologies. Hence, the study recommends amongst others that adequate awareness on digital learning should be made available to students using orientation, seeking guidance and advice from others, workshop, seminars, and self-exploration through the web. Moreover, having digital devices and internet access is essential for student participation in digital learning.

Keywords: *Digital Learning, Fourth Industrial Revolution (4IR), Teaching and Learning Experiences, COVID-19*

NEEDS ANALYSIS OF SCHOOL PAPER ADVISERS IN MANILA: BASIS FOR JOURNALISM SKILLS TRAINING PLAN (2)

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Abstract

This descriptive research surveyed 78 school paper advisers (SPAs) from 77 public and 1 private school in the Division of Manila to determine their training needs with regards to the various contest categories in school journalism competitions. While the mean ratings revealed they acknowledge the need to have intensive trainings in the various categories, their priority areas are in Layouting and Visual Journalism, Multimedia Journalism, Online Publishing, Sports Writing, and Collaborative Desktop Publishing. Data were further analyzed using exploratory factor analysis, confirmatory factor analysis and structural equation modelling. Results showed that the categories can be grouped into two factors, individual and team. This indicates that in terms of providing trainings for SPAs, these two factors can be considered to properly address the necessary skills and competencies of the participants.

Keywords: *Needs analysis, structural equation modelling, confirmatory factor analysis, exploratory factor analysis, school paper advisers, journalism*

WORKING BEYOND THE AIRWAVES: A CASE STUDY ON THE CROSSOVER PRACTICES OF FILIPINO RADIO PERSONALITIES

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Abstract

Radio continues to survive as a dynamic medium in the Philippines' multiple-media landscape. It keeps on gaining cruciality through Filipino radio personalities. To magnify the prominence and marketability of their careers and the industry, these personalities have been venturing to different practices tagged as "crossovers" across various platforms and venues. This overlooked phenomenon has been only given a limited academic focus. For this graduate thesis, the researcher aimed to describe the crossover practices by Filipino radio personalities. Guided by Walter Fisher's Narrative Paradigm as framework, this study aimed to determine the practices' nature, influential factors, felt experiences, problems, and implications to a radio profession. Descriptive qualitative research was applied as the research design, with multiple-case study as the tradition of inquiry. Eight informants from both AM and FM bands were selected through purposive sampling, and in-depth interviews were primarily used for data generation. Major conclusions showed that crossover practices are pertaining to the mastery of the media environment through entering multiple platforms and widening expertise's horizons, and that these are majorly done in relation to, or specifically under, the interrelated industries of tri-media and digital media. The long-term impacts of the crossover practices are internally about versatility and branding, and externally towards building up clients' or audience's appreciation. Exposure to various projects, financial necessity, and network of connections are the practices' top advantages, while time constraints, fatigue, and unstable opportunity offers are the top disadvantages. Top recommendations included utilizing multiple-media strategies and adopting to various communication trends and norms professionally.

Keywords: *working, airwaves, crossover practices, Filipino radio*

A QUALITATIVE STUDY ON ACADEMICIANS' EXPERIENCES WITH PRESENTEEISM

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Abstract

Workforce productivity has shifted its focus from employee absence to presenteeism. Coming to work when the employee is physically or mentally unwell may be costlier and more harmful for employee productivity than being absent. Academicians; who are often concerned with their work content contribute to the highest presenteeism levels. Teaching is considered as one of the primary and essential occupations in each society in which this profession involves helping, teaching, monitoring, and providing academic service to their students and others. They are more disposed to work even when they are sick in order to meet some of the fundamental needs of other people. The present study is aimed to understand the factors of presenteeism among academicians in Malaysia. Furthermore, it attempts to explore how academicians cope and make decisions regarding presenteeism and its consequences. Using a qualitative research method, we gathered the perspectives of 10 academicians from a public and private university in Malaysia. A qualitative study based on online focus group discussions will explore the perceptions of, attitudes to, and experiences with presenteeism among academicians. Three themes were identified; 1) factors of presenteeism 2) awareness and symptoms of presenteeism 3) consequences of presenteeism. The data collected will be examined using qualitative study; a thematic analysis. The paper concludes with suggestions for future research.

Keywords: *academicians, employee productivity, presenteeism, Malaysia*

RESEARCH-BASED ACTING WORKSHOP MANUAL FOR PARISH THEATER GROUPS: A PROPOSAL

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Abstract

This qualitative study aims to conduct research at parish-based theater groups and their acting workshops which shall be used to design a stage acting manual for parish theatre groups. This paper researches on the effective elements of facilitating workshops. The resources are the parish leaders and the facilitators of basic acting workshops. The study explored that parish-theatre groups have their own youth ministries that were the one responsible for the participants while the parish priests were the one who recommended the facilitators coming from the theatre industry to conduct workshops. These workshop were conducted during the summer with the aim of using theatre in evangelization. Elements of performances are integrated in these activities and there were showcase outputs which were used to come up with artistic production in lieu of church liturgy and celebration. In conclusion, theatre arts has become an effective way of sending a message to the faithful through artistic presentation. The module is a restructured module with the intention of instilling discipline and production aesthetics. Forming parish-based theater groups is an effective way of encouraging the youth to be part of the service of the Church. • The theater workshops and performances has to be aligned to the spiritual thrusts of the parish. In pastoral council meetings, the parish youth ministry can represent the group so that the activities can be synchronized to the master parish programs. The manual that can be formulated after this study can be used to standardize parish-based workshops in various parishes.

Keywords: *research, acting workshop, Parish theatre.*

ENCOUNTERS WITH FAKE AND ALARMIST NEWS ON THE SOCIAL MEDIA DURING THE COVID-19 PANDEMIC: A SURVEY OF YOUNG PEOPLE IN A SEMI-RURAL CONTEXT IN SOUTH AFRICA.

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Abstract

Young people globally are by far the largest social media users and their ability to detect and behave appropriately when dealing with fake and alarmist news is important especially in the context of the COVID-19 pandemic. This paper, using the digital public sphere theory as theoretical framework, investigates the young people's encounters with fake news in the social media ecosystem. The research used mixed methods which comprised of an online quantitative survey as well as in-depth interviews with purposively sampled participants aged between 18 to 25 years. The study revealed that WhatsApp, Facebook and Twitter were the most popular social networks through which they encountered fake news and that young people's knowledge of and ability to identify fake news is limited. In addition, the study showed that the majority are unaware of what to do when they identify information as fake and alarmist and instead even circulated the information to their social media networks. The paper concludes that fake news encounters are growing and therefore it is vital to develop digital literacy programmes in rural contexts to empower young people be able identify fake news thus enable them to participate fully in the digital public sphere.

Keywords: *COVID-19 pandemic, social media, fake news, digital literacy*

INFLUENCE OF BARBIE DOLL MOVIES ON WOMEN EMPOWERMENT: A SURVEY OF LAHORE-PAKISTAN

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Abstract

Studies suggest that most of the time the portrayal of women, even in the face of Barbie is feeble, submissive, oppressed and dependent. Unfortunately, its depiction is not so strong. Cinema is a burly mode to convey different realities and perceptions of society. It has been used in a controversial way to generate negative ideas regarding the veneration of women. In this regard, this study has been carried out to check the influence of Barbie movies among youth of Lahore, Pakistan. An online survey was done to check the influence of Barbie dolls movies on women empowerment. The study revealed that there is a significant women empowerment through Barbie movies whereas, Barbie and women itself are not a symbol of sexism but a pronounced and considerable character of our life with broader ascendancy. Thus, based on the results it can be well argued that for all three questions of women empowerment the total percentage was more towards agreement. Youth is leaner towards its positive aspect rather than negativity. It is vivid from the survey results that somehow Barbie movies are more towards empowerment rather than a figure of seductiveness and sexism. This study suggests that such stories should depict more realities of life and from the society in a pragmatic way.

Keywords: *Barbie Movies, Women Empowerment, Delusional Concepts, Vigorous, Lahore*

ISLAMOPHOBIA IN THE WEST: A CRITICAL DISCOURSE ANALYSIS OF IMRAN KHAN'S 74TH UNGA SESSION'S SPEECH

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Abstract

West has developed hostility towards Islam and the final nail in the coffin was hammered on 11th September 2001. The attack on the World Trade Center was deemed as an assault on the West by Muslims. This particular incident proved to be the fuel for the already lit fire and the Islamophobia was further aggravated. Indiscriminate attacks on Muslims engulfed the world and the Muslims were in the state of incessant fear. As the then President of America said, "either you are with us or against us." This was the call for another cultural war between the West and the Muslims- us versus them. In this background, current research analyzed the speech of Imran Khan which he delivered at the 74th session of United Nations General Assembly. Ideological Square Model, the brain child of Van Dijk, has been applied on the speech under the patronage of Critical Discourse Analysis. Moreover, the speech has also been seen through the lens of Edward Said's Orientalism. The researcher has inspected the choice of words through the micro and macro strategies of Ideological Square Model. In addition to this, Imran Khan's choice of words are also analyzed in this research that how he reprimanded and sketched the picture of the West. His rhetoric is critically examined through the micro and macro strategies of Ideological Square Model. He uses hyperbole and uttered the facts with evidence are identified in this research meticulously. Concluding this with the notion that this speech was much needed support for Muslims; nevertheless, at the same juncture Imran Khan deviated from the line and, too, enunciated some blanket statements coupled with him calling himself the savior of Muslims that depicted the populism.

Keywords: *West, Islamophobia, 9/11, Imran Khan, CDA, Ideological Square Model, Us versus Them, Orientalism.*

UNDERSTANDING THE INFLUENCE OF CULTURE AND GENDER DIFFERENCES IN COMMUNICATION, SOCIETY'S PERCEPTION

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Abstract

Television programmes play an important part in the lives of people globally, this is a source of receiving information and entertainment. South Africans love their locally produced programmes, and many follow them religiously. The South African government like many other governments in the world had to lockdown their countries. South Africans had to endure hard lockdowns, and this meant a total shutdown of all industries. Although the media industry was deemed to be essential services, not all sectors fell under this proviso. Programmes that usually which was pre-recorded episodes of sitcoms, soapies and other cultural programmes came to a standstill. Advertisements were cancelled or drastically reduced, this means the loss of income and jobs. This study investigates how both the National and Community Television broadcasters operate under these stringent lockdowns. What measures did they apply to maintain their operations? The Uses and Gratification Theory was used to conceptualize this paper. A qualitative research methodology by using a semi-structured questionnaire to interview both managers and production personnel. The study revealed that advertising almost vanished on both community and public broadcaster on various time slots. Ministerial briefings, which usually took hours of airtime, disrupted schedules have reduced revenue. Most of the staff was forced to take packages at community television and the national broadcaster, staff negotiate some short-time work, while some staff saw salary deductions applied on a sliding scale. Some staff members indicated that they engaged the industry by becoming independent service providers.

Keywords: *COVID-19, television, Lockdown, Community Television*

UNSUR KEBUDAYAAN MENERUSI MOTIF – MOTIF ALAM DI DALAM SENI CATAN LANDSKAP KONTEMPORARI DI MALAYSIA

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Abstract

Kertas kerja ini membincangkan tentang kemunculan unsur kebudayaan yang terpancar melalui motif alam persekitaran yang diaplikasi oleh seni catan landskap di Malaysia. Keindahan yang lahir daripada alam semulajadi itu pengetahuannya begitu umum dan memerlukan penghayatan berasas dan selari dengan arus semasa, gambaran motif bersumberkan alam ini menterjemahkan penghargaan dan nilai ke dalam masyarakat Melayu di Malaysia khususnya. Fokus penyelidikan catan landskap ini meliputi perhubungan persekitaran tempatan dan kehidupan bangsa Melayu-Islam. Tujuan kajian adalah untuk mengetahui sejauh manakah perhubungan kebudayaan yang wujud di dalam visual motif - motif Melayu yang diterapkan ke dalam catan landskap kontemporari di Malaysia. Penyelidikan ini menggunakan kaedah pemerhatian secara visual berdasarkan pendekatan Edmund Feldman, teori ikonografi oleh Erwin Panofsky dan teori estetik oleh Imam al Ghazali telah digunakan bagi mendapatkan data bernas berkenaan keindahan visual motif – motif alam yang membuktikan elemen warisan Melayu, kebudayaan dan artistik. Karya seni catan landskap tempatan telah digunakan sebagai medium utama untuk membantu masyarakat agar mendapat pengetahuan dan menghayati nilai-nilai estetika yang memantulkan unsur-unsur kebudayaan dan warisan melalui kaedah pemerhatian seni visual. Menerusi kajian catan landskap tempatan kontemporari, keagungan kebudayaan yang muncul seharusnya dipelihara kerana ia merupakan simbol nilai tertinggi dalam mempamerkan keunikan dan keaslian identiti di Malaysia.

Kata Kunci : *Unsur budaya, motif - motif alam, seni catan landskap, warisan, Melayu-Islam*

THE INFLUENCE OF ADVERTISING USING SOCIAL MEDIA INFLUENCERS (SMIS) TOWARDS CUSTOMERS' TRUST ON BEAUTY PRODUCTS IN MALAYSIA

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Abstract

Social media platforms and the Internet accelerate digital growth for advertisements in our societies to promote brands and products. The rise of social media influencers (SMIs) endorsing the advertisement has attracted female millennials to purchase beauty products on social media platforms. Less studies were conducted on the influence of advertising using social media influencer (SMIs) towards the customers' trust on beauty products although SMIs endorsement has been studied over the years. Past research conducted found that trust has the strongest influence on customers' purchase intention. Therefore, this study aims to examine the influence of advertising using social media influencers (SMIs) towards customers' trust on beauty products amongst social media users in Malaysia. This study employed a quantitative study where the questionnaires were distributed amongst social media users in Malaysia via Google Form to obtain the data. Findings of this study revealed that influencer credibility and electronic Word of Mouth (eWOM) significantly influence the customers' trust in beauty products in Malaysia. Theoretical and managerial implications for the growth of advertising using social media influencers (SMIs) are discussed in this study.

Keyword: *Social media influencers (SMIs), advertising disclosure, influencer credibility, electronic Word of Mouth (eWOM), customers trust, beauty products.*

THE PUBLIC PERCEPTION ON THE BEAUTY OBSESSION IN WOMEN THROUGH ONLINE ADVERTISING.

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Abstract

Advertisements are one of the phenomena that have evolved since the beginning of time. In the progressive era, there are variety of advertisements. However, in recent years, digital media or new media has grown significantly, and it has emerged as a critical mode of communication in marketing and advertising for brand sustainability. Using the mechanisms of digital media channels, digital marketers interact and communicate with consumers in an effected and cost-effective manner. Due to its rise in popularity of this new paradigm, advertisers have been delivering information and advertisements strategies to their consumers through digital innovation for the past decade, and it has now become very simple to create brand sustainability through digital media advertising. The study highlighted the consequences of the beauty obsession on women in Malaysia through online advertising. This feeling of insecurity and obsession is very much likely to trigger purchase of beauty products. The primary purpose of this research paper is to understand women's perception about the exploitation of women in beauty product on online advertising in Malaysia. The objectives of the research consist of (i) to examine the perception of public towards the effectiveness of beauty obsession in women through online advertising, (ii) to study the perception of public towards the attractiveness of beauty obsession in women through online advertising, and (iii) to explore the perception of public towards the influence of beauty obsession in women through online advertising. This study applies a quantitative research design. The data collection method chosen for this study is convenience sampling which is a form of non-probability sampling. In this study, the researcher has chosen convenience sampling as the sample because the population was targeted mainly for women age 18 to 49 and live in Klang Valley, and the researcher will require the 100 respondents to share the questionnaire between homogenous population and samples who are active social media users. Results prove that beauty obsession in women portrays on online advertising influence women's perception negatively and advertisers should design more positive elements in the future. Despite the transition to a modern digital era, women continue to be unfairly depicted in online advertisements.

Keywords: *Perception, women exploitation, online advertisements, advertisement, beauty product.*

THE INFLUENCE OF FILM MUSIC ON VIEWERS' CINEMATIC EXPERIENCE

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Abstract

Over the decades, the evolution of music in film has brought a large impact to the film industry. Music in film not only serves as a psychological influence to the audience, it also shapes viewers' perceptions in terms of film narrative and characters, as well as their film watching experience. This study aims to investigate the influence of film music on viewers' cinematic experience. A qualitative approach with phenomenological design was chosen for this research. In the course of an online experiment, 12 informants from film, music, and psychology field of study were separated into 3 focus groups. They were requested to watch film clips under 3 different music conditions, including film clip without music, film clip with congruent music, and film clip with incongruent music. Afterwards, the informants were required to answer 10 open-ended questions based on the topic. Data collected from the informants were transcribed and then analyzed using thematic analysis to construct relevant patterns and themes. Results revealed that elements of music such as rhythm, melody, dynamics, and tacet, emotions evoked from music, and the emotional congruency of film-music have significant effects on viewers' feelings and emotions, understanding of film narrative and characters, memorability, and quality of experience. Overall, the findings have proven the importance of music in film and people who are associated with the film or music industry should practice the proper usage of music in order to contribute to the development and growth of both industries. The future researchers should further explore the capabilities of film music to fully understand the power of music in people's lives.

Keywords: *Film music, cinematic experience, elements of music, emotions evoked, emotional congruency*

KOREAN POPULAR CULTURE AND THE ACCEPTANCE OF KOREAN BEAUTY STANDARDS AMONG MALAYSIANS

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Abstract

In the era of cultural globalization, the Korean Wave has emerged as a global phenomenon which has spread to countries all around the globe. Korean cultural products namely dramas, films and music have been exported globally and consumed by people all over the world including Malaysians. South Korea which is also known as the “world’s plastic surgery capital” is home to Korean idols and celebrities who’s looks, visuals and bodies showcases the ideal beauty standard which are made appealing to both the local and global audiences. Previous studies examining the effects of Korean popular culture consumption has mainly been centered on the perceptions of Korean beauty standards. Thus, the purpose of this research is to understand the acceptance of Malaysians towards the Korean beauty standards embedded in Korean popular culture. How does Korean popular culture celebrate and normalize Korean beauty regarding characteristics such as fair skin, ideal height and great body proportions. By using the qualitative method, content analysis based on library research has been done in order to obtain empirical data. Thematic analysis was also be used to analyze the data obtained. This research focuses on the Malaysians whom are considered to be one of the major consumers of Korean popular culture and can be affected by what they consume through media. This concept paper is intended to provide insights into understanding how media affects the way a population thinks, feel or behave as viewers supposedly act on a media-generated desire to be physically attractive as the characters or celebrities seen in Korean popular culture.

Keywords: *media, korean popular culture, beauty standards, cosmetic surgery*

THE EFFECT OF COMMUNICATION BARRIERS TOWARDS TEAM SPORT PERFORMANCE

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Abstract

Communication barriers are considered inadequate communication due to a communication mechanism issue that defines the contact efficiency and limits the efficacy of communication. Team cohesion refers specifically to the internal expectations of cohesion around the team's mission goal and priorities. The purpose of this study is to identify the relationship of communication barriers toward team sport cohesion among UiTM KARISMA team sports athletes. A total of 231 athletes of the handball (n=110) and volleyball (n=121) teams. The Communication Barriers (Eisenberg, 2010) and Group Environment Questionnaire (Callow, Smith, Hardy, Arthur & Hardy, 2009) were used as the instrument's questionnaire for this study. The results revealed that there is a significant relationship between communication barriers and team cohesion with ($p < 0.01$) however the results show only a weak relationship with ($r = 0.206$). Communication barriers in team cohesion have a significant value but in a weak relationship. This shows that the team sport events do not affect the communication barriers. For a better understanding of communication barriers towards team cohesion, it is proposed that this work should be continued to another team sports or individual sports event.

Keywords: *communication, communication barriers, team cohesion*

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