



ICMS 2018



ICMS 2018

2nd International
Conference on
Media Studies
2018

29, 30, 31 August & 1 September 2018

School of Multimedia Technology and
Communication (SMMTC)
Universiti Utara Malaysia

PROGRAMME BOOK

ICMS 2018



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www.icms2018.weebly.com



International Conference on
Media Studies 2018

About ICMS 2018

ICMS 2018, will be addressed comprehensively from the media to social perspectives, aiming at presenting, discussing and disseminating current developments, new tools and practical solutions for the media landscape. The conference is targeted to an academic audience (lecturers, researchers and students) and practitioners (media buyer, press and media managers from diverse media organizations). To introduce the emerging developments of media. Growing with media is essential for every individual. Issues will be presented and discussed in this 360 degrees of media growth.

1. To introduce the importance of media in 360 degrees;
2. To deliberate on the challenges or difficulties associated with the media;
3. To discuss success factors of media;
4. To discuss the future trends of media in 360 degrees;
5. To introduce the state-of-the-art practices in media;

This conference is held to continue the research civilizing or publication of product on media studies in journalism, broadcasting, advertising, new media and communication.

Organization of this conference was initially held in the form of a seminar/ conference on media studies which was first organized on under Technology Media majoring course, such as Broadcast Digital Seminar, Journalism Digital Seminar and Advertising Digital Seminar in 2012, and 2013 during SMMTC week in Universiti Utara Malaysia (UUM). The conference progress to international level in 2014, in a collaboration between UUM and University of Ahmad Dahlan (UAD), Indonesia. In a 2015 and 2016, the conference was branded as Colloquium Research and Media Studies (CRMS), and it was held during SMMTC week in UUM. Last year, 2017, CRMS has been elevated to a greater height with the strong support from Technology Media Association (a student body). The successful of International Conference Of Media Studies 2017. And again we now present you, 2nd International Conference of Media Studies 2018.

This conference should be continued in order to cultivate ongoing media research and diversify its product. This conference is also exceptional because it is organized by Technology Media Association (PERMEDIA), with guidance from the advisor and other academicians.

ICMS 2018 seeks high-quality contributions on media academics and practitioners, including theoretical foundations, innovative practices, case studies, experiences, among others.

Recommended topics include (but are not limited to) the following.

Conference topics:

Broadcasting
Advertising
Journalism
New Media
Communication
Multimedia
Creative Media
Cultural Media
Media Management
Social Science
Related media issues

Who should join?

Academician

Undergraduate students

Post-graduate students

Media Practitioners

Government Agencies

Non-profit Organisation

Message from the Dean of Student Development and Alumni



Assalamualaikum w.b.t and welcome.

Distinguished guests, ladies and gentlemen,

First and foremost, it is with great pleasure and on behalf of Universiti Utara Malaysia, I bid you all a very warm, welcome to the 2nd International Conference of Media Studies 2018.

Indeed, this is a special event for us. It is an event which we hope will provide a much needed platform for the participants to present their ideas, share experiences which I highly believe will definitely contribute to a better understanding among us. I understand that this event offers activities and discussion on an array of media growth. These interesting topics that will be discussed and presented will definitely stimulate minds and provoke continuous dialogues which is hoped to eventually generate understanding as well as scholarly and insightful resolutions.

An event of this nature would not have been possible without the assistance and support of generous collaborators, and sponsors for their invaluable support. Lastly, I would like to thank all the participants, facilitators and delegates who have come from far and near to contribute their insights and knowledge in this event. I would also like to extend my heartiest congratulations to the members of the conference organising committee, on the successful transformation of the idea of this event into a substantial reality through their diligence.

I sincerely wish everyone an enjoyable and intellectually engaging meeting. I wish you all the best, and may the blessings of God be with you always.

Wabillahi taufik walhidayah wassalamualaikum warahmatullahi wabarakatuh

Thank you.

DR. MASSUDI MAHMUDDIN
Dean
Student Development and Alumni
UUM Collage of Arts and Sciences
Universiti Utara Malaysia.

Message from the Advisor



Assalamuailaikum w.b.t and welcome.

I wish to express my warm welcome to delegates at this 2nd International Conference on Media Studies 2018 (ICMS2018) and to the Universiti Utara Malaysia. This is the second international conference organized by Media Technology Association (PERMEDIA) in collaboration with School of Multimedia Technology & Communication (SMMTC) and Student Development & Alumni Office (PPA), College of Arts and Science. The theme for this conference is “Growing with Media”.

The main purpose of this conference is to provide a platform for students, academicians, practitioners, representatives of higher learning institutions in Malaysia and international members to discuss and share thoughts on issues related to media issues, broadcasting, advertising, journalism, new media, communication, multimedia, creative media, cultural media, media management and social science. Moreover, this conference provides a platform for local and international presenter as well as participants that involved on this conference to develop constructive academic with one another.

This year, ICMS 2018 not only has media presenters and participants but it involves other areas as today's media has attachments with various areas discussed each day in the media platform.

I believe that this conference will be the mutual exchange of ideas that will lead to long-lasting collaborations. To the ICMS2018 organizing committee and all individuals who have contributed in one way or another, my heart felt appreciation and thank you for the hard work in making this conference a reality. SEE YOU IN BANGKOK, THAILAND for ICMS 2019.

Thank You

AZAHAR BIN KASIM
Advisor Media Technology Association (PERMEDIA)
Universiti Utara Malaysia

Message from the Director



Assalamualaikum w.b.t and welcome

A warm welcome is never complete without warm words. As the Director of this conference and representing all the committee members, it is with great pleasure to welcome you to the 2nd International Conference on Media Studies 2018.

This is the second conference held by School of Technology Media and Communication (SMMTC) under Media Technology Association (PERMEDIA) and Student Development and Alumni Office (PPA), College of Arts and Science.

First of all, I would like to express my gratitude to my honourable committee members and lecturers who have make this event a success. To our invited guests and paper presenters, I know that many of you have travelled from quite a distance and I would like to acknowledge all of you who have made this long trip to participate in this conference. Please accept my sincere appreciation from the bottom of my heart.

I hope you will enjoy your day in our green forest university and the event will run smoothly as planned. Thank you for being here, welcome, and enjoy the conference.

NURUL ILHAMI BINTI MOHD LOKMAN
Director
2nd International Conference on Media Studies 2018
Universiti Utara Malaysia

INTERNATIONAL CONFERENCE ON MEDIA STUDIES 2018 (ICMS'18)

ORGANISING COMMITTEE

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Special Thanks

Media Technology Lecturers and School of
Multimedia Technology & Communication
(SMMTC) Staffs

Time	Programme
29 August 2018	Presenter and participant arrived at UUM
30 August 2018 Conference Day Venue: Seminar Hall, SMMTC 07.30 a.m 08.00 a.m 08.40 a.m 09.25 a.m 9.30 a.m 09.45 a.m 10.00 a.m 10.20 a.m 10.40 a.m 11.00 a.m	Depart to SMMTC Breakfast Registration Arrival of VIPs Welcoming speech by Yang Berusaha Prof. Madya Dr. Ariffin Abdul Mutalib, Dean of School Multimedia Technology and Communication UUM Collage of Arts and Sciences, Universiti Utara Malaysia. Opening ceremony Invited speech 1 Prof Madya Dr. Mokhtaruddin Ahmad, Universiti Malaysia Kelantan, Malaysia (Re) (New) Media in public Relations: Worldview on the Issues and Challenges Invited Speech 2 Dr. Kirti Dang-Longani, Savitribai Phule Pune University, India MICE a Upcoming Horizon Invited Speech 3 Choirul Fajri, Universiti Ahmad Dhalan, Indonesia The Role Of Media In Heandling Social Conflict Souvenirs Presentation Photography session End

<p>Venue: Parallel Session</p> <p>11.30 a.m – 1.00 p.m (23 presenters)</p> <p>1.00 p.m – 2.00 p.m</p> <p>2.00 p.m – 3.15 p.m (18 presenters)</p> <p>3.30 p.m – 5.00 p.m (21 presenters)</p> <p>8.00 p.m – 11.00 p.m</p>	<p>Presentation session 1 <i>(4 parallel sessions – one session, six presenters)</i> Presentation time is 10 min Questions and Answers (Q&A) Session is 5 min</p> <p>Lunch</p> <p>Presentation session 2 <i>(4 parallel sessions – one session, five presenters)</i> Presentation time is 10 min Questions and Answers (Q&A) Session is 5 min</p> <p>Presentation session 3 <i>(4 parallel sessions – one session, six presenters)</i> Presentation time is 10 min Questions and Answers (Q&A) Session is 5 min</p> <p>Dinner at EDC Hotels & Resorts UUM</p>
<p>31 August 2018 Post-tour conference (Malaysia time)</p> <p>7.00 a.m</p> <p>12.00 - 1.30pm</p> <p>2.30 p.m</p> <p>4.00 p.m</p> <p>7.00 p.m</p> <p>9.00 p.m</p>	<p>Depart to Bukit Kayu Hitam</p> <p>Lunch Pray at Masjid Songkla</p> <p>Arrive at Thaksin University (Briefing & Discussion) <i>*selective presenter</i></p> <p>Sightseeing Songkla Town</p> <p>Floating Market</p> <p>Check-in Hotel</p>

1 September 2018 Post-tour conference (Thailand time)	
07.30 a.m	Breakfast
08.30 a.m	Check-out
09.00 a.m	Gim Yong Market Free and Easy
04.00 p.m	Depart to UUM, Malaysia

<p>PARALLE SESSION</p> <p>1A</p> <p>11.30AM – 1.00PM</p> <p>BTA 5</p>	<p style="text-align: center;">Track Chairperson : Fajar Dwi Putra</p> <ol style="list-style-type: none"> 1. Perception and Application of Data Driven Journalism among Journalists in Kano State-Nigeria (Paper ID : 008) Hassan Alhaji Ya’u, Bayero University, Kano, NIGERIA 2. News Framing Lombokpost.net and Detik.com upon the Impact of Mount Agung Eruption toward Lombok Tourism, Indonesia, (Paper ID : 009) Muhlis, Mataram University, INDONESIA 3. Harnessing Peace Journalism As A Viable Complement For Post Conflict Peacebuilding, (Paper ID : 020) Silas Oghenemaro Emovwodo, Indonesia & ReBraining Nigeria Group (RBN), Osun state, NIGERIA 4. The Role Of Journalism For The State And Religion (Paper ID : 031) Fajar Dwi Putra, Universitas Ahmad Dahlan, INDONESIA 5. Journalist Versus Future Journalist Malaysia: Relationship Between Attitudes, Knowledge, Skills And Journalistic Challenges (Paper ID : 065) Norizah Aripin, Awan Ismail, Norhafezah Yusof, Mohd Sobhi Ishak, Azahar Kasim & Rizalawati Ismail, Universiti Utara Malaysia & International Islamic University Malaysia, MALAYSIA 6. Religion and Politics: Representation in Independent Indian Documentaries (Paper ID : 027) Sukhmani Kaur, Guru Nanak Dev University, INDIA
<p>PARALLE SESSION</p> <p>1B</p> <p>11.30AM – 1.15PM</p> <p>BTA 6</p>	<p style="text-align: center;">Track Chairperson : Asmidah Alwi</p> <ol style="list-style-type: none"> 1. Museum Audio Guide Media Requirement for Enhancing Museum Visitors’ Experience (Paper ID : 011) Aeni Zuhana Sadin, Priyah A/P Sharan, Nadwatul Assyira Binti Abdul Latif,Universiti Utara Malaysia, MALAYSIA 2. Prospects Of Asian American Book-To-Movie Adaptations In Hollywood (018) Ani Windarti and Resneri Daulay, Universitas Ahmad Dahlan , INDONESIA 3. Media & Social Reforms (Paper ID : 029) Khushali Oza & Suryadatta, Pune University, INDIA 4. Imitation Of Youth In Selegram Conduct Use Of Instagram (Paper ID : 052) Hana Silvana, Padjadjaran University, INDONESIA

	<ol style="list-style-type: none"> 5. Initiation towards web-based museum exhibits in Muzium Kedah: Does it work? (Paper ID : 058) Asmidah Alwi, Aeni Zuhana Saidin, Universiti Utara Malaysia, MALAYSIA 6. Nang Narai of Thai Contemporary Dance, (Paper ID : 067) Pattama Wattanaboonya, Bansomdejchaopraya Rajabhat University, THAILAND 7. The Study of Music of Tai Yai Ethnic in Mae Hong Son Province : Case study Klong Kon Yao Khun Yuam District Mae Hong Son Province (Paper ID : 066) Thaworn Wattanaboonya, Bansomdejchaopraya Rajabhat University, THAILAND
<p>1C 11.30AM – 12.45PM BTA 7</p>	<p style="text-align: center;">Track Chairperson : Dr. Ghassan Oweis</p> <ol style="list-style-type: none"> 1. Explore through the Game: Impact of Advertising on Online games (Paper ID 006) Haruna Ismail, & Qaribu Yahaya Nasidi, Bayero University, Kano & Ahmadu Bello University, Zaria, NIGERIA 2. Convergence of Product Choice and Brand Preference - A critique (Paper ID : 015) Vikas Dole, Savitribai Phule, Pune University, INDIA 3. Tourist Destination brand through Instagram: A study of Uttrakhand (Paper ID : 025) Charan KamalWalia, Sukriti Bahuguna, Pune University, INDIA 4. A study of application of social media in advertising fresh fruit and vegetable products in Ahmednagar District (Paper ID : 053) Kiran D. Gonte, Akole Maharashtra, Pune University, INDIA 5. “Impact And Effectiveness Of Advertising Through Pop Ups On Internet On Young Working Women’s Buying Behaviour - A Scale Validation Study In Pune City.” (Paper ID : 055) Kirti Dang-Longani, Savitribai Phule, Pune University, INDIA
<p>PARALLE SESSION</p>	<p style="text-align: center;">Track Chairperson : Namarta Joshi</p> <ol style="list-style-type: none"> 1. Title: Gender Disparity in Internet Access and Usage in Nigeria: Implication for Development (Paper ID : 007) Hadiza Jummai Ibrahim, Bayero University Kano, NIGERIA

<p>1D</p> <p>11.30AM – 12.45PM</p> <p>BTA 8</p>	<ol style="list-style-type: none"> 2. Cyber Public Relations As A Strategy In Managing Communications With Stakeholder In Oil And Gas Companies, (Analysis On PT Pertamina (Persero) Indonesia) (Paper ID : 019) Marshelia Gloria Narida, Jekson Simanjuntak, Universitas Kristen Indonesia, INDONESIA 3. The Role Of The Media In The Political Year (Paper ID : 014) Maria Ulfa Batoebara, INDONESIA 4. Towards a Positive Future for Women : Media Changing Perceptions (Paper ID : 016) Namarta Joshi & Ranbir Singh, Guru Nanak Dev University, INDIA 5. Social Media and Television in Political Interests Case Study: Indonesian Leaders Forum (ILF) (Paper ID : 032) Mariana Ulfah, Universitas Ahmad Dahlan, INDONESIA
<p>1.00 PM – 2.00 PM</p>	<p>LUNCH</p>
<p>PARALLE SESSION</p> <p>2A</p> <p>2.00 PM – 3.15 PM</p> <p>BTA 5</p>	<p style="text-align: center;">Track Chairperson : Subashini Annamalai</p> <ol style="list-style-type: none"> 1. Cross-Cultural Communication of BIPA Students at Anuban Muslim Krabi School Thailand (Paper ID : 034) Muhammad Najih Farihanto, INDONESIA 2. The Representation of Religion and Popular Culture in Indonesia Religious Movies Questioning Consumption and Identity (Paper ID : 040) Fadhillah Sri Meutia & Dewantari Dwianto, INDONESIA 3. An Influence of International Students’ Empathy on their Attitude Towards Other Cultures (ATOC) (Paper ID : 041) Muhammad Umar Nadeem, Rosli Mohammed, Syarizan Dalib, Universiti Utara Malaysia, MALAYSIA 4. Instrument For Measuring The Influencing of iTV Advertising Design Model Toward Impulse Purchase Tendency (Paper ID : 057) Azizah Che Omar, Shuhada Shiratuddin, Siti Mahfuzah Sarif, Subashini Annamalai & Mohd Adib Abd Muin, Universiti Utara Malaysia, MALAYSIA 5. Mandarin Learning Apps (MALPS): Effectiveness On Non-Native Mandarin (Paper ID : 049) Subashini Annamalai, Universiti Utara Malaysia, MALAYSIA

<p>PARALLE SESSION</p> <p>2B</p> <p>2.00 PM – 3.00 PM</p> <p>BTA 6</p>	<p style="text-align: center;">Track Chairperson : Dr. Norizah Aripin</p> <ol style="list-style-type: none"> 1. Media Experience And Social Influence On Flaming Youtube: One Perspective From Youtube Flamers , (Paper ID : 004) Norizah Aripin, Awan Ismail, Sabrina Mohd Rashid & Revathy Amadera Limgam, Universiti Utara Malaysia, MALAYSIA 2. Investigating Media Discourse of Radicalization in Indonesian Youth: Preliminary Research (Paper ID : 005) Mohammad Raudy Gathmyr, Hari Suryanto , Teuku Rezasyah, President University, INDONESIA 3. Promotion Of Halal Aceh Tourism Through Instagram (Paper ID : 042) Ade Muana Husniati, Malikussaleh University, INDONESIA 4. Raising Company Attractiveness by Communicating CSR Practices (Paper ID : 033) Mufid Salim, Universitas Ahmad Dahlan, INDONESIA
<p>PARALLE SESSION</p> <p>2C</p> <p>2.00 PM – 3.00 PM</p> <p>BTA 7</p>	<p style="text-align: center;">Track Chairperson : Dr. Ghassan Oweis</p> <ol style="list-style-type: none"> 1. Symbolic Violence on Social Media (Descriptive Study on University Student as Social Media Instagram Users in Medan City) (Paper ID : 023) Nurbani, Sabilla Tri Ananda S. Ikom & Nurul Sakina, University of Indonesia, INDONESIA 2. Teacher Communications Patterns And Students Specifically Increasing Interest Learning (Paper ID : 030) Choirul Fajri & Krysna Yudy Nusantari, Universitas Ahmad Dahlan, INDONESIA 3. “To study the influence of attractive advertisement on buying behavior of young girl students with special reference to cosmetic in Pune city” (Paper ID 056) Preeti Sharma & Prof. Dr. Kirti Dang-Longani, Pune University, INDIA 4. Working Title: Social Media and Visual Culture in Nigeria: An Analysis of Conflict-Related Photographs (Paper ID : 013) Nura Ibrahim, Bayero University, Kano, NIGERIA

<p>PARALLE SESSION</p> <p>2D</p> <p>2.00 PM – 3.15 PM</p> <p>BTA 8</p>	<p style="text-align: center;">Track Chairperson : Nassiriah Shaari</p> <ol style="list-style-type: none"> 1. Understanding Problem and The Comprehension of The Users of ICT Based as The Basis of Media Design for Spreading Health Information of Posyandu (Local Health Post/Integrated Health Service Post) Cadres (Paper ID : 022) Candra Wibawa, Bandung Institute of Technology, INDONESIA 2. The Representation of Technologically Literate Ulema in the Television Drama Tukang Bubur Naik Haji (Paper ID : 062) Syarif Maulana, Cecep Alba & Ade Engkus Kusnadi, Institut Teknologi Bandung, INDONESIA 3. Design and Development of Cute Classroom: Learning Three Languages (Paper ID : 060) Nassiriah Shaari, Azliza Othman, Ow Shin Jing, & Wong Siok Chai , Universiti Utara Malaysia, MALAYSIA 4. Glucose-6-Phosphate Dehydrogenase (G6PD) Deficiency Animated Interactive Documentary (AID): An Early Requirement Analysis (Paper ID : 061) Yusrita Mohd Yusoff, Thang Yee Na & Tiew Yee Yan, Universiti Utara Malaysia, MALAYSIA 5. Thonburi’s Performing Arts in the 21th Century,(Paper ID : 071) Pattama Wattnaboonya, Bansomdejchaopraya Rajabhat University, THAILAND
<p>PARALLE SESSION</p> <p>3A</p> <p>3.30 PM – 4.45 PM</p> <p>BTA 5</p>	<p style="text-align: center;">Track Chairperson : Hatairuk Tungkasen</p> <ol style="list-style-type: none"> 1. Youth Digital Literacy Education in Bandung (Paper ID : 045) Cecep Darmawan, Hana Silvana, Heni Nuraeni Zaenudin, Indonesia University of Education, INDONESIA 2. The multimedia technologies in genetics (Paper ID : 047) Hatairuk Tungkasen, Bansomdejchaopraya Rajabhat University , THAILAND 3. User Evaluation on Digital Training for TOT in Education (Paper ID : 054) Siti Nurhazzalilla Omar, Sobihatun Nur Abdul Salam & Fauziah Abdul Rahim Universiti Utara Malaysia, MALAYSIA 4. A study of an Impact of Social Media on Employee Performance in selected recruitment companies in Pune city (Paper ID : 044) Bhakti Hivarkar, Pune University, INDIA 5. Social Media and its Impacts on Traditional Media: A Case Study On Berita Harian (Paper ID : 063) Hizral Tazzif Hisham, Universiti Sains Islam Malaysia, MALAYSIA

<p>PARALLE SESSION</p> <p>3B</p> <p>3.30 PM – 4.15 PM</p> <p>BTA 6</p>	<p style="text-align: center;">Track Chairperson : Nurawan Pattarapongdilok</p> <ol style="list-style-type: none"> 1. Psychological Factors Affecting Visitor's Visitation Decision Of Museums In Kedah (Paper ID : 046) Nizar bin Nazrin, Adzrool Idzwan bin Ismail & Farah Merican bt Isahak Merican, Universiti Teknologi Mara Malaysia, MALAYSIA 2. Small-Scale Synthesis of Lead Iodide for Chemistry Teaching (Paper ID : 050) Naruwan Pattarapongdilok, Atthachai Siriwatthanasakdina, Sakulrat Kamwongpool, Benyarat Parephan & Juntimakorn Kamon, Bansomdejchaopraya Rajabhat University, THAILAND 3. The Synthesis of the Researches for Creating Heuristic Value Techniques to explain the relation among Demand Time, Sufficient Point, Real Value Chain of Supply Chain on Timeline of Logistics (paper ID : 064) Nuttapon Kassakorn, Bansomdejchaopraya Rajabhat University, THAILAND 4. Reflection on place identity of Malaysian Coffee Shop Rage (Paper ID : 075) Sabrina Mohd Rashid, Universiti Utara Malaysia, MALAYSIA 5. Facebook use and its impact on individual level of social capital (Paper ID : 076) Norsiah Abdul Hamid, Universiti Utara Malaysia, MALAYSIA
<p>PARALLE SESSION</p> <p>3C</p> <p>3.30 PM – 4.30 PM</p> <p>BTA 7</p>	<p style="text-align: center;">Track Chairperson : Ana Malaya L. Camaligan</p> <ol style="list-style-type: none"> 1. English Communication Interferences Among English Language Learners In Bansomdejchaopraya Rajabhat University (Paper ID : 037) Pheerawat Thasupapanee , Parinya Suttipongtanagul , Mintira Khanprueksa & Ana Malaya L. Camaligan, Bansomdejchaopraya Rajabhat University, THAILAND 2. The Role Of Environmental Community In Conserving The Natural Reservation Of Kamojang West Java Through The Save Ciharus Movement (Paper ID : 048) Indriyati Kamil & Oekan S Abdoellah, Padjadjaran University, INDONESIA 3. Application of Coaching and Mentoring Model to SAIFON Model For Pre-Service Teachers' Teaching skills (Paper ID : 68) Saifon Songsiengchai, Bansomdejchaopraya Rajabhat University, THAILAND 4. Integration of Flipped-Classroom Concept to Achievement in Chinese Culture Subject According to the 21st Century Learning Management Approach (Paper ID : 070) Kulsirin Aphiratvoradej, Bansomdejchaopraya Rajabhat University, THAILAND

PARALLE SESSION

3D

3.30 PM – 5.15 PM

BTA 8

Track Chairperson : Dr.Mohd Zuwairi Mat Saad

1. Persepsi pemimpin pelajar terhadap komunikasi kepimpinan di university (Paper ID : 051)
Joyce Cheah Lynn-Sze & Nurul Nadia Mohd Azmi, Universiti Utara Malaysia, MALAYSIA
2. Proses Kreatif Dalam Media Digital (Paper ID : 026)
Rohaya Md Ali & Dr Phat a/I Awang Deng, Universiti Utara Malaysia, MALAYSIA
3. Kegunaan dan Kepuasan Aplikasi Whatsapp Dalam Kalangan Warga Separuh Umur Karya Indie (Paper ID : 072)
Mohd Zuwairi Mat Saad, Universiti Utara Malaysia. MALAYSIA
4. Gaya Penulisan Karya Indie (Paper ID : 059)
Nor Hasimah Ismail & Fauzita Md. Yusoff, Universiti Utara Malaysia, & Nordiana Ab Jabar, Universiti Malaysia Kelantan, MALAYSIA
5. Metafora Dalam Penulisan Berita Program Transformasi Kerajaan (GTP) (Paper ID : 073)
Azahar Kasim & Mokhtarrudin Ahmad, Universiti Utara Malaysia, & Universiti Malaysia Kelantan, MALAYSIA
6. Peranan Saluran Komunikasi Penyelia dalam organisasi Perindustrian Kecil dan Sederhana (PKS) sektor Perkhidmatan di Malaysia (Paper ID : 074)
Marzura Ibrahim, Hasrina Mustafa dan Hafizah Zainal, Universiti Utara Malaysia, MALAYSIA
7. Dasar Pertahanan Malaysia Dalam Era TunMahathir Mohamad 1981-2003. (Paper ID : 069)
Rodziah Binti Md Zain, Prof. Dr. Mohd Kamarulnizam bin Abdullah dan Dr. Mohamad Faisol bin Keling

ABSTRACTS

Media Experience and Social Influence on Flaming YouTube: One Perspective from YouTube Flamers

Dr. Norizah Aripin, Dr. Awan Ismail, Dr. Sabrina Mohd Rashid, Revathy Amadera Limgam

Universiti Utara Malaysia (noryzah@uum.edu.my)

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Media experience and social influence are two concepts in flaming on YouTube. Media experience and social influence in flaming on YouTube are factors in both flaming as behavior and interpretive sense-making act. Today, the YouTube website has been labeled as a page that contains a lot of flaming. This shows the need for flaming on YouTube to be studied for a particular purpose. The design of this research is to study the views on media experience and social influence on flaming on YouTube. This study uses qualitative methodology. In-depth interview was conducted with five informants who were the flamers on YouTube. Thematic analysis method were implemented in order to analyze the data. The results showed that flamers use of harsh language, sharing on other social media, sarcasm and usage of capital letters and exclamation marks to express their anger to certain issues of video. In terms of thought of flaming activity, informants stated this thought means for entertainment and norm. This means flaming activity as a platform to express emotions and a form of cyber-bullying. The 'thoughts' in this concept are seen as an element of belief, expectation, concern, feeling, and understanding of a certain issue. The results also show that 'flamers' on flaming experience YouTube divided in three sub-themes. Among them is religion or race issues, celebrity and politics. The ways flamers handled flaming on YouTube replies back comments, does not get offended and defensive. Based on this study, it contributes to flamers using the right and prudent approach before indulging themselves in flaming activity. Flamers need to endure politeness in accordance with Malaysian culture before commenting on YouTube. Hopefully this study will also be an advantage for the government such as Malaysia Communications and Multimedia Commission, Cyber Security Malaysia, and other related parties as it will provide input findings from YouTube on the flamers' point of view. The government will then be able to implement certain campaign and activities to create awareness of the disadvantages of flaming activity to community and YouTube users. Law enforcement could be done to maintain the well-being of the nation and racial harmony.

KEYWORDS: media experience; social influence; flaming; and youtube

Investigating Media Discourse of Radicalization in Indonesian Youth: A Preliminary Research

Mohammad Raudy Gathmyr, Hari Suryanto, Teuku Rezasyah

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Indonesia has the biggest Muslim population in the World. Indonesian Muslim see themselves as 'moderate Muslims' in comparison to any other Muslim in the world. Some Indonesianists shared this view almost without sufficient criticism especially during the New Order era in 1960s-1990's. However, things have changed over time and it turned out that recently some experts in the field have shown disapproval on this issue.

Following the rise of President Joko Widodo into power in 2014, Indonesian have divided into two broad opposing positions on how to see this moderate Muslim claim. President Joko Widodo administration and his political party, PDIP, still hold the claim of being moderate Muslims, and strive to be loyal for the present secular political system while his political rivals which are mainly coming from what were constructed by Indonesian mainstream media as 'intolerant and radical Muslims', possessing diametrically opposing position. According to the latter, Indonesian Muslim need to be more hostile to any non-Muslim country and furthermore is required to change the secular political system in Indonesia into an Islamic political system (Khilafah Islamiyah).

The present study is aimed at researching the current debates and news media discourses between what so-called as Muslim Nusantara - which are mainly represented by two of Indonesian largest non-governmental Islamic groups, Nahdhatul Ulama (NU) and Muhammadiyah. Specifically, the present study will focus on examining the media mainstream discourses on Young Muslim university students' engagement with the perceived radical organizations. As one of the most recent public surveys research finding which stated that as much of approximately 25 percent of Indonesian Muslim students are in fond of the change in political system from the present secular political system into an Islamic political system (Khilafah). The present study will employ Critical Discourse Analysis as method. Qualitative data will be taken using ethnographic methods (in-depth interviews and participant observation) in some big cities in Java, Indonesian's most populated island, where some high concentration of Muslim students are visible. Prominent public figures in Islamic and other religious communities, political scientist, and government officials will be interviewed. In addition, secondary data in a form of archival data will also be gathered. Finally, a documentary film of the above-mentioned research will be presented to supplement the textual analysis.

KEYWORDS: radicalization; Indonesia; young muslim; media discourse; critical discourse analysis

Explore through the Game: Impact of Advertising on Online games

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Advergame is an interactive online games used by companies to advertise product, service or idea to the consumers or target audience. Advertisement is a tool for the introduction of various products and services to the public; the aim of advertising is to increase commercial profits and the demand of the consumers. Online games became one of the medium of advertising. This research seeks to explain advertising through games; features and benefit of advergame. This paper will explore different types of advergame; such as below the line advergame, about the line Advergame, through the line advergame. The research will also examine the impact of online game

to the consumers. The study uses Schema theory in examining the degree of influence advergame has in persuading consumers to purchase goods or services. This research figures out that advergaming has great impact to the consumer purchasing behavior.

KEYWORDS: advertising; online game; consumer; advergame

Gender Disparity in Internet Access and Usage in Nigeria: Implication for Development

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Statistics available show a significant increase in Global internet use. In 2007 Internet use was only 20.6% but it gradually increased to 47.1% in 2016. No doubt the coming of Internet has paved the way for various benefits like economic, social, cultural, educational and political growth. However despite this positive development, studies have shown that there are disparities in Internet usage between countries and within countries. For example, about 85% of people living in developing countries are not connected to the Internet compared with 19% of people living in developed countries. According to Statista(2018) only 18.6% of the female population in Africa had online access. Nigeria has been ranked the first in Africa and the eighth in the world in terms of Internet usage. This paper argues that access and use of the Internet is not equal for the citizens of Nigeria. In Nigeria many women do not have access or use the Internet. The paper has identified reasons for low rate of access and usage among women to include illiteracy or inadequate education, lack of computer/Internet skills, fear of technology (techno phobia), cost of using the Internet (majority of those who are poor in Nigeria are women), cyber harassment and violence, inadequate time due to domestic roles and less freedom in going to Internet cafes because of cultural factors. The paper also argues that gender disparity has implications for development in Nigeria as it leads to gender digital divide. It also denies a lot of women many benefits of using the internet in terms of economic, social, political, educational and cultural growth. Women have missed out on a lot of opportunities like public discussion about topical issues, networking, online long distance education, e commerce, participation in development issues and information on various issues including health. The paper therefore recommends that gender sensitive policies should be adopted to close the gender digital divide in Nigeria.

KEYWORDS: internet; gender disparity; Nigeria

Perception and Application of Data Driven Journalism among Journalists in Kano State-Nigeria

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The demand for information about government and other important institutions is growing, in the areas of service, performance, and spending. Every day, more citizens turn to the Internet for government information, searching for more data, policy, and services. Consequently, the context and scope of data-driven journalism have expanded considerably from its evolutionary antecedent, following the explosion of data generated in and about nearly every aspect of society. Data journalists can now use free powerful online tools and open source software to rapidly collect, clean, and publish data in interactive features, mobile apps, and maps. As data journalists grow in

skill and craft, they move from using basic statistics in their reporting to working in spreadsheets, to more complex data analysis and visualization, finally arriving at computational journalism. This study employs social survey to examine the perception and application of data driven journalism techniques among registered journalists in Kano state. The population was stratified in to television, radio and newspaper organizations from which proportionate samples were drawn. Consequently a sample of 123 journalists from a population of 426 registered journalists for analysis. The study found that 56.1% of journalists in Kano have an elementary or undifferentiated consciousness on Data Driven Journalism, 1.6% of journalists are highly knowledgeable on Data Driven Journalism and only 1.6% of journalists in Kano understand and apply the principles of data journalism in journalistic contents.. The study concludes that there is a very low awareness, knowledge, understanding and application of the principle of data driven journalism among journalists in Kano. The study recommends frequent organization of capacity building programs on data driven journalism for journalists and the integration of Data Driven Journalism into the curriculum of Mass Communication education in all journalistic training institutions in Nigeria.

News Framing *Lombokpost.net* and *Detik.com* upon the Impact of Mount Agung Eruption toward Lombok Tourism, Indonesia

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Mount Agung is a active volcano situated in Karangasem Regency, Bali, Indonesia. Mount Agung erupted in last November 2017. The impact of the eruption is quite extensive. Ten of thousands residents evacuated to a safer places evade from the eruption impact. Tourism sector also affected by Mount Agung eruption. Not only Bali tourism, but also Lombok tourism affected by the eruption. Inevitably, the eruption of Mount Agung received significant attention from various parts, including mass media. Media presented intensive news coverage related to the eruption. Most of the coverage reported by the media was Mount Agung latest condition of the eruption as well as its impact.

This study discusses news framing comparison between Lombokpost.net and Detik.com related to the topic of Mount Agung eruption impact towards Lombok Tourism, Indonesia. These two media selected because both are considered represent the local media (lombokpost.net) and national media (Detik.com) which quite intensive reporting the news coverage related to Mount Agung eruption impact towards Lombok Tourism. This research use Robert M Entman's framing model to analyze both media. Entman's uses four analytical tools, starting with define problem, diagnose causes, make moral judgment and treatment recommendation.

The result of this research shows that there are several differences between news framing between Lombokpost.net and Detik.com in reporting the issue. Detik.com framed optimism while Lombokpost.net framed pessimism toward Lombok Tourism affected by the eruption of Mount Agung.

KEYWORDS: framing; optimism; and pessimism

Museum Audio Guide Media Requirement for Enhancing Museum Visitors' Experience

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The main purpose of the museum is to preserve cultural heritage as well as displays culturally related material to the public. Therefore, around the world museums have adopted various approaches towards making museum visit engaging and informative. An audio guide based media is among tool to support the aim. At the moment, museum paddy at Gunung Keriang, Kedah have never embraced into any rich media for supporting museum visit. Therefore, this project aims to develop an audio guide to visitors of paddy museum. Additionally, this audio guide will be assisted with visual cues to enable more insight to the showcased artefacts. The audio created will adopt storytelling mechanism to instill information and entertaining element. Primary data collection will be conducted using qualitative methods which are interview and observation. Whereas, secondary data will be obtained through literature analysis. At this phase, a requirement of museum-based audio guide is expected in guiding the development of audio guide museum paddy.

KEYWORDS: museum audio guide; museum paddy Kedah; storytelling audio guide; requirement analysis

Social Media and Visual Culture in Nigeria: An Analysis of Conflict-Related Photographs

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Several studies have looked at the importance of social media and networks during the social movements and/or protest from around the world. The Arab Spring in Tunisia and Egypt and Fuel Subsidy Removal in Nigeria has intensified the discussion on the actual role of social media in contemporary conflict-burden societies. This article discusses the current rise of citizen photojournalism, which, according to Mortensen (2011) has received little scholarly scrutiny. The article of two-folds, first, by using semiotic analysis, the article intends to investigate and analyse the conflict-related photographs posted by amateurs on different social media and networks platforms with a view to determining how cultural and symbolic meanings embedded in such photographs promote discourse and participation at both local, national and international levels; second, by conducting an in-depth interviews, the article hopes to determines the extent to which such photographs are shaping and reshaping the content of the traditional media in Nigeria. Preliminary findings suggest that, people attached cultural and symbolic meanings to the photographs posted on these platforms. There is also a strong relation between such photographs and the content of the mainstream media.

KEYWORDS: social media; visual culture; and conflict

The Role of the Media in the Political Year

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Mass communication media serves to channel the aspirations of the people to be heard by the wider. This press is actually made by the people and for the people. The mass media of the 1920s was known as the press and is now often abbreviated as media.

It can not be denied that the more advanced Age makes the puzzle of man more and more open. Many people need more information than they have in their places. The mindset becomes unlimited.

The topic of discussion of this paper, on the contrary to the regulation of mass media in the world of politics and the media conditions of Indonesia today. Like the rise of false or virus news from some social media, and how to address the media both print and electronic are often used as a tool of political campaigns disguised.

Mass media also plays an important role in reporting on the state's condition. In the midst of many needs of everyday life, there are many that still occur when the progress of the nation. For the progress of the nation will also impact on the welfare of its people.

KEYWORDS: role; media; politics

Convergence of Product Choice and Brand Preference - A critique

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Brand Convergence is a concept getting popular among marketing professionals in recent time. Because of changing culture, beliefs, social values, the population is becoming uniform in terms of product choice and brand preference. From the marketers point of view the difference between urban and rural customers is can be based on infrastructure in the region, marketing communication channels, availability and reach of the company, income and lifestyle of the people, culture tradition and min-set of the customers. Because of increased access to urban areas, penetration of media, increased educational levels and income, the shopping basket of rural and urban consumers is appearing similar. The elevated aspirations of rural population supported by increased access to resources and rapid rate of penetration of media, urbanization and technology, is transforming society into more uniform population. The study is conducted with the objective of analysing the convergence of product choice and brand preference among rural and urban consumers. The study aims to study impact of selected brand related factors and selected product related factors on brand preference. Three products from consumer durables category – refrigerator, mobile handsets, watches and three products from utility category – bikes, mosquito repellent, toilet cleaners- are selected to study brand convergence. The data is collected through questionnaire- made up of three sections –personal information, impact of brand factors and impact of consumer related factors- was administered to 410 urban and 410 rural respondents. To measure convergence, brand convergence index was formed and calculated. The findings suggest that both – brand related and consumer related factors have significant impact on product choice and brand preference. Brand preference convergence is happening – reflecting transformation of rural society into more urbanized society in terms of consumer behavior.

KEYWORDS: convergence; brand preference; rural consumers; urban consumers; urbanization.

Towards a Positive Future for Women: Media Changing Perceptions

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One of the ancient civilizations in the world, India has had its socio- spiritual base in the form of ‘Shakti’ or the female energy. Down the ages, this spirit dissipated under the patriarchal, male dominated set up and women became the victims of the system, a quagmire into which they were sucked and hovered between the two polarities of being worshipped as a Goddess and crushed under the thumb of the males, even sacrificed through many barbaric practices. It was through the efforts of several reformers and the courage of pioneers among women that women could gradually have a semblance of honor and under the Indian Constitution in an independent country could get a status of equality at least on paper. Yet, in practice, the goal was too far away and women continued to suffer indignities at home and outside it. With such a negative track record regarding women, India has been assiduously, under successive governments, endeavoring to change the perception of the world regarding it, both at the government and non-government level. To aid these agencies, media has now also risen to the occasion and through different formats has been raising the voice on behalf of women in the form of films, advertising, short films and videos. Similarly, social media has also given expression to the voices of women and those who support them. This has given positive results in various sectors but the question remains whether it is enough or are media and women at the crossroads, confused about the direction they are to take? Media, in any case, has a definite role to play in ameliorating the lot of women in India, The present study takes a look at all these factors with a case study of various media which are campaigning for women/ girl child.

Consumption of Student Social Media as a Portrait of Urban Youth

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The Internet has brought many changes to society. As a new media, the Internet not only has the function of production and distribution of messages as other traditional media, but also as a medium of message storage. The largest access to social media comes from young people. This study examines aspects of the uses and gratification and computer mediated communication associated with the benefits of media access for young people. Uses gratification is used because it is still relevant for media research, while computer mediated communication is used because according to the discussion face to face communication. This research took place in University of 17 Augustus 1945 Surabaya. The campus location was chosen because it is in the middle of the city and represents the urban student profile for research. The population is students of University of 17 Augustus 1945 Surabaya Surabaya, amounting to 13849 students. Samples taken were 388 students, according to the calculation of slovin formula, sampling with systematic random sampling. The type of research is descriptive quantitative where the data is taken to describe and generalize portrait of adolescent of urban student. The results showed that students get many benefits by accessing social media. The most perceived benefit is the overcame distance factor, feeling more up to date and more information. In addition they feel to meet the same community. The presence of social media emoticons can describe what is desired. The presence of social media also makes them respond quickly and the biggest benefit felt is to facilitate the activity. Students average accessing social media 60 to 90 minutes per day, although sometimes longer in certain conditions.

KEYWORDS: access social media; computer mediated communication; uses gratification; youth potrait; new media

Prospects of Asian American Book-To-Movie Adaptations in Hollywood

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There have been a large number of book-to-movie adaptations in the history of American film industry such as: *Great Expectation* (1946), *To Kill a Mocking Bird* (1962), *The Silence of the Lamb* (1991), and *The Great Gatsby* (2013) to mention just a few. Some have been reported to gain fame and economic success as well in the global film market. As we are all aware the mentioned book-to-movie adaptations were based on Western authors. In the meanwhile, history has witnessed the emergence of Asian American writers such as: Bharati Mukerjee, Hanya Yanagihara, Janny Han, Amy Tan, Khaled Hosseini, Anchee Min, among others who have played an important role in the field of American literature. It is interesting to note that some of their works have been made into movies. Amy Tan and Khaled Hosseini are a case in point. Tan's book- to-movie adaptation *The Joy Luck Club* (1993) and Hosseini's book- to- movie adaptation *The Kite Runner* (2007) have entered Hollywood to participate in the extremely competitive film market. Whilst the issue of the American book-to-movie adaptations has received great attention from scholars, that of Asian American book-to-movie adaptations has not been widely discussed. It is the purpose of this paper to explore the prospects of Asian American book-to-movie adaptations in Hollywood.

KEYWORDS: Book-to-movie-adaptations; Asian American-book-to-movie-adaptations; film industry

The Implementation of Cyber Public Relations As a Strategy in Socializing The Price Increase of Fuel Oil (Study at PT Pertamina (Persero) – Indonesia)

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Cyber public relations is a communication strategy conducted by a company which uses Internet in having a good communication with the public. The Internet is a Communication and Information Technology which has so many users in Indonesia. PT Pertamina (Persero) is a company in the form of state-owned enterprise which manages oil and gas resources and distributes them to the public in Indonesia. Pertamina implements cyber public relations in socializing Pertamina price increase which was applied in Indonesia on July 1, 2018. In socializing by using social media, Pertamina implements 6T plus 1 strategy, namely proper mapping, proper target, proper content, proper viral, proper account and punctuality. Cyber public relations is applied by using social media accounts, including facebook, Instagram and twitter owned by Pertamina. Each social media has different public and content targets, so that Pertamina makes content and sentences in different postings based on the public target and content capacity owned by each social media. Facebook is used to provide a narrative about why Pertamina price increases. Instagram is used to build branding from Pertamina. Twitter is used to interact with public through FAQs and provide links to public related to the Pertamina price increase.

KEYWORDS : new media; cyber public relations; social media and internet

Harnessing Peace Journalism As a Viable Complement For Post Conflict Peacebuilding

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Journalism is not just about “reporting facts”. It is about “what” to report and “how” to report, which implies selection and responsibility hence, high standards of ethics and principles, especially when reporting on conflicts. Information is power and insight can impact on public discourse. Lack of information can, at any stage of a conflict, make people desperate, restless and easy to manipulate. The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and positive outlook on the future. For this reason, the United Nations Millennium Declaration stressed the need “to ensure the freedom of the media to perform their essential role and the right of the public to have access to information.” The concept of peace journalism has taken advantage of what this new field of research is offering about understanding conflicts and securing world peace, by using conflict analysis and transformation to update the concepts of balance, fairness and accuracy in traditional news reporting. Peace journalism can break the cycle of violence and help build a local culture of peace in conflicting communities. Since journalist live, work and stay rooted to their communities, they understand the people, dynamics and history of local conflicts most times more than outsiders. By their knowledge and expertise, they have what it takes to bring people together-from all religious and political divides. As neutral umpires, journalists are able to build mutual understanding and challenge violent or extremist narratives. This is critical to peace building in violently divided societies. Given the complexities of conflict and violence there is need to adopt a varied means of meeting the challenges posed during peacebuilding. This paper will highlight how peace journalism can be harnessed to complement peacebuilding and sustenance efforts in post conflict societies.

KEYWORDS: Peace journalism; journalists; media; peacebuilding; conflict

Tourism micro-destination One Village Ten Destinations (OVTD) development strategies(Case study tourism micro-destination One Village Ten Destination development strategies in Lantan Village North Batukliang Central Lombok Indonesia)

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Lombok, West Nusa Tenggara is one of the 10 Priority Tourism Destinations projected by the government to be an alternative tourism destination other than Bali. The government established Mandalika area located in Kuta, Central Lombok into Special Economic Zone (KEK) where the 3A (attraction, accessibility and amenity) development focus on that area. However, Lombok's tourist attraction itself is not centered only in the KEK zone, therefore it takes supporting destinations that should be developed as an integrated part of tourism development in Lombok, West Nusa Tenggara. The local communities want to play its role in this development. This research try to offer the concept of One Village Ten Destinations (OVTD) to several villages in Central Lombok Regency as a pilot project to develop micro-destinations as an integrated part of the tourism development program. This paper is

a preliminary research upon the OVTD concept implemented in Lantan Village, North Batukliang, Central Lombok which became the focus of research. Key elements in the OVTD are the Tourism Awareness Group (Pokdarwis) formed in the village, as well as local regulator (Village Administrative), academics as a facilitator through a participatory action research (PAR) explore development process within community, from the first stage as a concept into an action. The main methodological approach of this research is participatory action research in communication strategies of tourism micro-destination development. This research utilized with mixed methods such as focus group discussion, interviews as well as collection of visual data of the community projects. The preliminary result of this research is local community start to implement OVTD concept, and bring the concept to legislator and regional government in Lombok Tengah in a form of hearing session and project proposal on tourism micro-destinations development in the Lantan Village.

KEYWORDS : tourism; micro-destinations; communication

Understanding Problem and The Comprehension of The Users of ICT Based as The Basis of Media Design for Spreading Health Information of Posyandu (Local Health Post/Integrated Health Service Post) Cadres

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The descriptive research by quantitative method was conducted in 13 local health posts (Pos Pelayanan Terpadu) Curug Village, Bojongsari District , Depok City, West Java. The local health post is a way to empower society to provide maternal and child health services. The chores of the local health post consist of registering, weighing, keeping records, and counseling. The result of the research is served as guidance for designing a suitable media to enhance the performance of local health post cadres. Quantitative method was applied in order to understand the problem level in the operational activities of local health post and to investigate the users' attitudes towards the technology. The instrument of the research is questionnaire. The respondents of the research consisted of 82 female respondent aged 20-60 years old. The result of the research showed about 55 respondents (67.07%) claimed that the counseling is the most difficult task. The facilities availability is the main obstacle in counseling stated by 21 respondents (38.18%). The question on kinds of information and communication media used was answered by 47 respondents (57.31%) and stated that they used smart phone. In spite of the use of smart phone showed higher number, the smart phone was not used optimally. About 40 respondents (48.78%) used internet only to access social media. There was a very small number of respondents who used internet to shop online and send emails. The chance to use computer was positively responded. There were 57 respondents (59.51%) stated that they needed computer to support the operational activities and accompanied by computer training. It can be concluded that smart phone and computer can be applied as media to support cadres in spreading health information. The media for counseling was designed to be easily used and fitted to the users especially for cadres who had limited knowledge of computer. Social media can be a supportive way of counseling.

KEYWORDS: local health post/integrated health service post; counseling; information technology and communication

Symbolic Violence on Social Media (Descriptive Study on University Student as Social Media Instagram Users in Medan City)

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Social media is expected to be a free area, but in reality the social media users can't be separated from the dominance and symbolic violence, while in social media there are users who dominate the other users. This study analyzes how symbolic violence based on gender occurs on social media. Social media users engage in symbolic violence through the text they convey as an attempt to introduce a certain understanding or interests. Using the symbolic theory of violence by Pierre Bordieu, researchers used a qualitative approach with data collection methods through in-depth interviews, documentation and secondary data on students of social media users in Medan City. University students are chosen to be informants, as they are expected to have good knowledge on gender issues.

KEYWORDS: symbolic violence; social Media; gender; internet; university student

Tourist Destination brand through Instagram: A study of Uttrakhand

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This paper is focused on how Instagram become a popular media to promote tourism sites in Uttrakhand. There are many well known tourist destinations in Uttrakhand and promoting them conventionally is not enough in today's fast changing world where half of the population is glued to internet for information. Nowadays every state is promoting themselves in the best possible ways in various platforms available in Internet. Among all the platforms available in Internet Instagram provides a complete communication facilities, from tourism branding to user generated content photography. Picture is worth a thousand words, as the old saying goes. Photos convey emotions, feelings, thoughts and reality; things that cannot be truly described by words. Visual aspects are a big part of travelling and are incorporated in almost all social media platforms, especially the photo sharing application, Instagram. Instagram is one of the biggest and most active social media platform concentrated on visual communication. Using Interview as a method for the study it is tried to describe the potential value of Instagram for promoting tourism in Uttrakhand and describing how Instagram pages of Uttrakhand have created brand destination through photography side.

KEYWORDS: Destination; Branding; Instagram; Uttrakhand; Culture Marketing

Religion and Politics: Representation in Independent Indian Documentaries

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Among the most prominent threats to the secular and pluralistic fabric of India have been religious or caste fundamentalism and communal differences. Today, most of the chaos and disharmony the country is facing can be credited to the power-play of religion, vote and politics. The situation becomes more deplorable when humans are killed and assaulted, rapes are given communal colour, voices of dissent are suppressed, patriotism is questioned and unity is disturbed all in the name of religion, caste and community. This scenario has well been discussed in recent times on various media platforms. Arts and media have in their own way represented religion and related issues in myriad ways. Movies like Garam Hava, Tamas, Firaq had effectively depicted the tragedy and aftermath of communal tensions in situations like the Partition or Gujarat riots. However, what has remained mostly unexplored is the domain of documentaries in representing such sensitive issues. Since this form of cinema is direct, reality oriented, mostly informative or investigative and provides a valuable record for history, it provides an important sphere of research to find answers to certain subjects. Documentaries by independent film makers have keenly focussed on details of religious upheavals and dived into psychology and power-play behind such incidents. These have also explored the impact of identity politics on human relations. The paper uses qualitative analyses to study select documentaries dealing with important communal events in the country in the past and explores their relevance in today's India. Even after decades of development, the study aims to find, that if the mentality about religion, caste and the political play has remained the same in the country and explore the reasons for it.

Media And Social Reforms

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Media is a platform that has brought the world on the same platform. It is not that the days of rallies, street shows, plays and other mediums of awareness campaigns are over, but they need to be consulted before getting them public. Media is an agent to provide better digital analytics, better records and the results. Everyone has witnessed how Nirbhaya rape case in India turned to be a youth movement and Anna movement in 2011 was a big hit because of better media exposure. The role of media in social change can either be progressive or conservative. Media can support the renewal of society by introducing new knowledge or question the existing one. The media can however also make progress and also doubt on warranted social reforms or take a passive stance in a change situation. In order to bring reforms in change situation, it is important to take feedback from policy makers and social actors through media. It has direct impact on how positively social reforms and initiatives are perceived and how likely they are accepted. The media could take more active role in promoting social reform without compromising their journalistic principles. According to a report, the key trend affecting the media at the moment is its increasingly market driven nature. Digitization is also a factor that extends to all aspects of communication. Changes in media itself will operate in a change situation in society. Changes in the media as well as its digitalization require a new range of competences, creativity and production structures, content, production skills and media management styles.

KEYWORDS: Media; Social Reforms; youth; casestudies

Teacher Communications Patterns And Students Specifically Increasing Interest Learning

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The Government of Indonesia has guaranteed the equal right of fulfillment of education for all citizens of Indonesia is no exception for children with special needs. Based on data from the Badan Pusat Statistik, until 2017 the number of children with special needs in Indonesia reached 1.6 million inhabitants. From these data, shows the need for maximum efforts to achieve the goal of inclusive education and the fulfillment of educational rights for children with special needs in Indonesia. In fact, on the ground shows that the practice of inclusive education for several years is inseparable from various obstacles and problems. These problems, such as: not yet maximize the preparation of inclusive schools so that all elements of the school are still not able to maximize the facilitation of education for children with special needs in inclusive schools. In this case, of course the role of teachers is needed. Knowledge, skills, and understanding required teachers to succeed education for students with special needs. This study aims to find out how the communication patterns of teachers with students with special needs to improve their learning interests, in order to achieve educational goals in Indonesia.

KEYWORDS: communication patterns; students with special needs and interest in learning

The Role Of Journalism For The State And Religion

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State, religion and morals are one of the social orders that must always be considered. The emergence of sara issues that present social and religious views if not given full understanding will undermine the state and nation order. The placement of religion and the state can be whole and corrupt depending on the perspective of each person, how to view it is Journalism as a modern way to shape public perception. People's views on religion and the state especially on issues have reached the highest point so that what happens is conflict and attack each other. Journalism comes as a solution to tidy up the country's order of deviation from religious and social values. Through a writing the state will know how the order should be revised and developed for the better. Journalism can straighten out the wrong views of religious and state positions that could further undermine the mindset of Indonesian society even the world.

KEYWORDS: religion; country and journalism

Social Media and Television in Political Interests Case Study: Indonesian Leaders Forum (ILF)

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Indonesian Leaders Forum (ILF) is a new talkshow program in Indonesia. It has a different purpose and way compare with the other talkshow program on television. ILF broadcasts the show live streaming on social media. Based on their concept, ILF is a program to answer the anxiety who will be the next leader for a better Indonesia. This could be an alternative program beside TV program. Meanwhile, we can not ignore relationship between politic and media specially television. As an audiovisual media, TV has a big impact to its audience. Although it is include as a capital-intensive industry but it also the easiest media to consump. It is not depend on internet connection like on social media or monthly payment like on cable TV. TV become main media on political interest. This research will explore how ILF use social media as alternative to compete the TV as main media. Reseacher use qualitative research methods and observations. Participants would be keynote speaker from the ILF, TV producer, some audiences and netizens.

KEYWORDS: media; television; social media; politic

Raising Company Attractiveness by Communicating CSR Practices

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This study is purposed to examine how perceived CSR and amount of CSR information affected company attractiveness in the eyes of prospective applicants. Following the previous study, hypothesis emerges that perceived of CSR practices and amount of CSR information will affect the organizational attractiveness for potential employees. Participants were asked to rate the company attractiveness from four job postings. Findings demonstrated that perceived CSR and amount of CSR information affected the company attractiveness. In general, this research contributes to CSR and Communication literature by showing that company's engagement in CSR practices influenced its attractiveness to prospective applicants. At a practical level, the findings strengthen the importance of providing information of CSR practices during the recruitment. Companies can use their engagement in CSR to raise their attractiveness among potential employees.

KEYWORDS: corporate social responsibility, corporate communication, organizational attractiveness, recruitment

Cross-Cultural Communication of BIPA Students at Anuban Muslim Krabi School Thailand

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Cross-cultural communication is becoming increasingly popular among the people to confront the Asian Economic Community. Anuban Muslim Krabi Thailand is a school that provides formal learning at kindergarten and elementary levels. Bahasa Indonesia Untuk Penutur Asing (BIPA) or Bahasa Indonesia for Foreign Learners is taught in that school. This research show the cross-cultural communication that caused a cultural shock event in which the BIPA Students at Anuban Muslim Krabi School Thailand had to face the cultures of Indonesia that had never been before. In the face of the cultural shock, not only students who can survive to face the new cultures but also the studets who can not survive to face new cultures, and many interesting thing that explain in this research because the author was observer as a teacher. This research is a qualitative descriptive research and uses data collection with observation and documentation.

KEYWORDS: cross cultural communication, cultural shock, bipa.

English Communication Interferences Among English Language Learners In Bansomdejchaopraya Rajabhat University

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The study investigated the obstacles that Thai English language learners face in spite of the extensive intervention in the learning process. The researchers believed that the English Communication obstacles among Thai undergraduate English Learners can only be resolved when the interferences are identified. It demanded accurate descriptions from the 2nd and 3rd - year undergraduate students. The respondents answered a two-part questionnaire, the first part being the demographic profile and the second part a 12- interview questions targeted the interference in fluency, education, and culture which was believed to have affected the English communication ability of the respondents. The study showed that the learning process must be revisited that includes great reflection on the needs and interests of the learners rather than the convenience and impulse of the teachers. The data has proven that the learners value the importance of being able to use the English language proficiently. The recommendations drawn from the study were to the language Program to provide a rich environment where meaningful communication and interactive skills take place; and the optimal use of English language during the class, requiring both the learners and teachers to use it.

KEYWORDS: english communication interferences; english language learners; interference of fluency; interference of education; interference of culture.

The Representation of Religion and Popular Culture in Indonesia

Religious Movies

Questioning Consumption and Identity

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A study of "**The Representation of Religion and Popular Culture in Indonesia Religious Film**", the study that reveals the meaning of a text message about the identity of religious film, popular culture, and religion. This film is a religious drama that successfully displays popular culture through sounds, images, and messages produced. A meaningful practice that seeks to reach as many consumers as possible, especially as the entertainment. It presents the image of a person who has a level of piety and moral awareness and intellectual perseverance. The film is familiar with classical Islamic texts as well as western-dominated lifestyles and global consumption. This study aims to develop a sociological study of media culture, the researchers singled out the movie "*Ayat-Ayat Cinta, 99 Cahaya di Langit Eropa, and Assalamualaikum Beijing*", as it is interested in observing and getting many attention of contemporary Indonesian Muslim audience. Islam and popular culture have long been regarded as contradictory, symbolically represented Muslim images formed in popular culture which is packaged in films. Displaying a young Indonesian figure, stylish, mature, and devout. An authoritative picture endorsed by a prestigious institution, the commercial film industry in Indonesia. This research applies semiotics analysis method of Roland Barthes model as well as social construction reality theory of Peter L Berger and Thomas Luckmann. This study looks at the workings of "*Ayat-Ayat Cinta, 99 Cahaya di Langit Eropa, and Assalamualaikum Beijing*" in shaping public opinion about the rise of *post-Islamism* by educated generation of Indonesian Muslims. The unification of religion and the consumption of popular culture in this study.

KEYWORDS: popular culture, lifestyle and consumption, post-islamism.

An Influence of International Students' Empathy on their Attitude Towards Other Cultures (ATOC)

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The purpose of this paper was to examine the influence of international students' empathy on their attitude towards other cultures (ATOC) during intercultural communication. Previously, this relationship was addressed by the western researchers in the culture-general models of intercultural communication competence (ICC). Till now, it's very hard to find such evidence which can argue regarding the presence of relationship among empathy and ATOC from the non-western context. Therefore, this study investigated the impact of empathy on ATOC on the non-western context of Malaysia. Data were collected through random sampling by incorporating survey technique through quantitative approach. Participants were the international students of University Utara Malaysia. Structural Equation Modelling (SEM) was incorporated to analyse the data in Analysis of Moment Structure (AMOS). The findings of the study were evidence that there is a positive significant effect of empathy on the attitude towards other cultures of the international students. In addition, the findings reveal that the empathy of the international

student is having a strong impact on their positive attitude towards other cultures. Thus, this study supported the findings of previous studies that empathy is the predictor of ATOC.

KEYWORDS: empathy; attitude towards other culture (atoc); international students; malaysia; and non-western context.

Promotion of Halal Aceh Tourism Through Instagram

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Aceh is a province in Indonesia that has a specificity in running the Islamic Shari'a. In general, people's habits are very attached to Islamic values in every joint of life. Due to the prolonged conflicts and natural disasters (tsunamis and earthquakes) that have occurred in the region, development in Aceh is noticeably slower than in other provinces. But certainly after 13 years of peace in Aceh and almost 14 years after the tsunami devastated some areas in Aceh, Aceh should be able to advance the region and its people through various formal and informal sectors. The concern in this paper is the tourism sector. In 2016 Aceh launches a spirit of Islam which is rahmatan lil'alamin in the light of Aceh as the identity of halal tourism. In the same year, Aceh won three categories in the national halal tourism competition (KPHN) and two categories at the world halal travel award (WHTA) in Abu Dhabi. This should increase the spirit of Aceh to fix themselves to meet the needs of tourists who of course will develop the economic sector of society later. Aceh Culture and Tourism Office also uses new media to target the target market such as instagram, facebook, twitter and youtube. However, this paper will only focus on the use of instagram.

KEYWORDS: halal tourism, aceh tourism, new media for tourism, instagram for tourism.

A Study of an Impact of Social Media on Employee Performance in Selected Recruitment Companies in Pune City

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Purpose: The purpose of this paper is to find out impact of social media websites like Facebook, Twitter, Slideshare, LinkedIn, etc at employees performance in selected recruitment companies in Pune City. **Design/methodology/approach:** Social media affects the knowledge, skills and productivity of employees of recruitment companies. Data is collected from selected recruitment companies like HR Quest Consultants, Man United Management Consultants Pvt Ltd, Skill Expert Consultants. Questionnaire was primarily used for data collection. **Findings:** With the advent of social media, the world of work and jobs has changed forever. Employers can gain a significant advantage by adopting hiring methods that have a social media element. Social media hiring has become an essential part of recruitment process. Most of the job seekers use social media sites in their job search, including Facebook and LinkedIn. However social media will never substitute recruiting agencies and executive search firms. Social media is a tool to add value in the talent acquisition process. **Practical implications:** Social media has strong impact on employee performance. Social media enhance employee's skills/ability, knowledge, productivity/outcomes. **Originality:** This paper identifies how social media has an impact of employees of recruitment companies specifically the recruiters. It shows the ways in which social media can be used to enhance employee performance.

Youth Digital Literacy Education in Bandung

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The influence of communication media on young couple divorce has significant impact on emotional aspect and self development. The environment is also an important influencing factor. To overcome these influences, media literacy especially for youth is highly needed in the city of Bandung. Media literacy program is indispensable in overcoming the impact of media. Media literacy which is especially design for youth resulted from previous research is expected to be applied not only in Bandung. Hence, educational development design for youth is required to make the program more focused and achieve the expected goals. The development of digital literacy education design includes information behavior in the use of social media at a young age, developing the relationship of interaction in the use of social media at a young age, developing digital literacy for youth, as well as ethics and communication law in the use of social media. A directed and structured program is required in digital literacy so that young people can be more literacte and wise in using social media. Training modules are needed in this educational program and therefore designing modules also has an important role in achieving the goals of digital literacy education program for youth.

KEYWORDS: divorce, young age, models, digital literacy education

Psychological Factors Affecting Visitor's Visitation

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Museums have been preserving and conserving thousands of artefact that contributed to our generation current knowledge of the past. Kedah has 6 museums with different purposes and the most significant and profitable museum is the *Muzium Padi*. Although situated 9 kilometres away from the town where the rest of the museums are built, record showed that *Muzium Padi* has the highest number of visitors compared to the other six. This clearly shows that Kedah Museum management faces a problem with the visitor's distribution to all of its museums. Efforts made by the Kedah Museum Management to attract museum visitors seemed inadequate. Ringgits spent on attractive marketing promotions and events were not able to change local perspective of Kedah museums. Based on that fact as well as on observation, it is fair to say that museums in Kedah are unable to attract visitors because they failed to understand reasons behind decision making of museum visitation. The management holds a responsibility to understand that people engage in museum visits for different reasons or motives. In this study, psychological factor in visitation is examined and is defined into 6 different sub-variables. These sub-variables include motivation, perception, learning, lifestyle and value, belief and attitude. Understanding all these sub-variable are the key factors in capturing visitor's visitation. This research was done in the state of Kedah to find out whether psychological factor has an effect on visitor's visitation decision. Findings showed that psychological factor is the most dominant and significance influence that effect visitor's visitation to museum.

KEYWORDS: [museum; visitor; kedah museum management; visitation decision; psychological influences;]

The Multimedia Technologies in Genetic

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The variety of teaching and learning management such as game, media or video brings benefit to the learner. The knowledge of the data base is important to development the learner. This research brings the multimedia technology to teaching and learning for science by the video, the demonstration and journal of protein analysis by Sodium dodecyl sulfate-polyacrylamide gel electrophoresis (SDS-PAGE) technique. This learning management is good to be applied for students in the course of Genetics. The SDS-PAGE is a technique of polyacrylamide gel electrophoresis, an analytical method for the separation of the molecular masses in an electric field. The students studied in the classroom and analyzed the porcine follicular fluid (pFF) protein patterns by SDS-PAGE. This result showed that the pFF protein patterns from different follicle sizes. A total of porcine follicles were divided into 3 groups. The porcine follicles ranged from 1-2, 3-4 and 5-6 millimeters (mm) follicles. As a result showed that protein patterns composed of 23, 52- 58, 90, 100, 150-160 and ≥ 220 kDa which were found in follicle samples from all sizes. Moreover, the notification of the 120 kDa protein found in diameter of 3-4 and 5-6 mm follicles but it was not in diameter of 1-2 mm. The resulted show that the student can analyzed the protein pattern of pFF. In addition, this multimedia technology will bring benefits to the learner to improve their learning and scientific skill development, too. However, the development of new instruction media and teaching techniques is important and it is necessary to continue work through the scientific process systematically as the results from the development of the multimedia.

KEYWORDS: multimedia technology; learning management; sds-page

The Role of Environmental Community in Conserving the Natural Reservation of Kamojang West Java Through the Save Ciharus Movement

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The awareness of the conservation area is a strategic aspect that needs to be socialized to the community. The existence of a Nature Reserve which is the highest status of the conservation area must be informed to the community because of its strategic function as a buffer for human life. This is done by an environmental community calling itself the Forum of Nature Lovers Communication (FKPA) in preserving the nature reserve by trying to socialize awareness of nature reserve area especially in Kamojang area through save ciharus movement. The purpose of this research is to identify communication planning conducted by nature lovers forum (FKPA) in educating people in Kamojang Nature Reserve area (CAK) West Java, identifying communication effort done by FKPA environment community in maintaining environmental sustainability through save ciharus movement in reserve area nature Kamojang West Java,, The next research objective is to develop communication strategies undertaken by the FKPA in preserving the Kamojang nature reserve of West Java through the save ciharus campaign. This research is descriptive with qualitative approach. Result of research indicate that communication planning conducted by nature lovers communication forum in educating society about conscious area include strategic planning, managerial planning, and operational planning in movement save ciharus, efforts made by nature lovers forum in maintaining the preservation of nature reserve are conducting ciharus forest rescue campaign in

social media such as twitter and instagram by making hastag #save ciharus and #sos ciharus, educating mountain climbers not to enter nature reserve, community trail who often do activities in the nature reserve to not do activities in the forest ciharus, because every scour dirt bike will lead to sedimentation of land as deep as one meter, initiate restoration activities and replanting damaged land with the community, communication strategy conducted FKPA is to form activist cadres environment as the spearhead in conservation education and awareness of Kamojang nature reserve area, using social media and mainstream media to expand regional preservation campaigns and conduct roadshows to high school schools on the status of nature reserve area as the highest level k conservation awareness.

KEYWORDS: community environment, save ciharus movement, communication planning , communication strategy, nature reserve

Mandarin Learning Apps (MALPS): Effectiveness on Non-Native Mandarin Speakers

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Mandarin is a difficult language to learn and speak as it gives importance to its unintuitive pronunciations and use of characters called *pinyin* rather than an alphabet system. However, the availability of smart phones and mobile applications developed for language learning purposes proved the possibility and flexibility to learn difficult language such as Mandarin. At present, there are very few studies which explore the effectiveness of mobile application for Mandarin language learning especially for the non-native speakers. This study is an attempt to investigate how non-native Mandarin speakers who have no knowledge or experience in speaking the language, can learn to speak basic terms such as greetings and expressions, numbers, and ordering food and beverages. It provides insights into how effective a mobile application called Mandarin Learning Apps (MALPS) in supporting the non-native Chinese particularly Malays and Indians to speak the basic terms of Mandarin. The MALPS mobile application was designed and developed with the redundancy of multimedia elements, and its' content covers the *pinyin* characterizations, meanings and the pronunciation aspects which include both Mandarin and normal (English) pronunciations. These attributes are used to guide the non-native users not only to learn Mandarin but also to confidently speak the basics of the language. Data were collected from a usability questionnaire and a speaking test by 40 non-native speakers who are undergraduates from a public university. The findings of this study indicated that the non-native speakers showed a significant positive improvement in their Mandarin speaking and the MALPS is proven to be useful as a learning tool to speak basic Mandarin language.

KEYWORDS: malps; mandarin; non-native speakers; basic; usability

Small-Scale Synthesis of Lead Iodide for Chemistry Teaching

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Lead iodide synthesis is popular chemistry experiment that is used to introduce ionic bonding and be interesting for young students with beautiful golden-yellow crystals. This research aims to develop the method of lead iodide synthesis in small scale and survey students' feedbacks in their skills and experimental processes,

understanding, and attitudes. We found that the forming of beautifully golden-yellow lead iodide crystals, golden rain, was prepared by mixing 5.00 ml of 0.005 M lead nitrate and 5.00 ml of 0.010 M potassium iodide that was heated for five minutes, cooled down and added with 1.0 M hydrochloric acid and five drops of 0.2 M lead nitrate. This synthesis that was easily done by using a small scale of chemicals produced rapidly hexagonal and triangular crystals for a minute, which were monitored by a scanning electron microscope (SEM). From students' feedbacks, the benefits of this method help students to improve their skills and experimental processes, attitudes, and understanding in chemistry content, respectively.

KEYWORDS: lead iodide; synthesis; experiment; chemistry teaching

Imitation of youth in selegram conduct use of instagram

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Youth are active users of social media in the current period. The use of social media instagram becomes an interesting for youth. With the features provided Youth stimulate to use the media. The phenomenon that occurs to youth is to upload videos of their creativity, ranging from the behavior of 'alay', sharing knowledge, also based on religious teachings. The diversity of things done by adolescents is an interesting discovery to study. The sample of this study is the programmers who have a follower that many at least 1 million follower as many as 5 people. The time span of the study was conducted in May - July 2018. The results showed that adolescents have a tendency to mimic their idol as an example of their behavior. Imitation of the behavior that is done in the form of imitating the behavior performed by his idol with evocative video in the form of the same behavior. In addition it also clicks "like" and "comenting" on each video uploaded by his idol. The average of this experiment is done by the ages of 13 - 21 which is the age group of adolescents who are still students and students. Behavior is the result of imitation of the behavior performed by his idol. This pattern of behavior is done continuously as a habit. Addiction to media instagram also hit youth that accessed more than 5 hours in a day.

KEYWORDS : Imitation; youth; instagram; creavity; addiction

A study of application of social media in advertising fresh fruit and vegetable products in Ahmednagar District

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This study is basically a qualitative study in nature. It evaluates the various applications of Social Media in the marketing of agricultural products in India. The study basically helps to collect and disseminate the market information about the fresh fruit and vegetable products. There are so many different options out there for agricultural consumers and supplies. Whether you are looking to launch a new product to the market or just looking for a new way to advertise an already successful one, the following options will be available to any producer such as print media, classifieds, Internet, Radio, TV and social media in the market. All these marketing sectors have their pros and cons. However, social media provides the excellent way to influence an audience outside of traditional advertising revenues. As the world is going social, agriculture cannot remain an exception. Internet based communication tools such as Facebook, Twitter, Blogs, Instagram, LinkedIn, Printrest, YouTube etc known collectively as Social Media are gaining popularity for large and small business alike including agricultural

marketing for fresh fruit and vegetables. Social Media is increasingly becoming integrated into people's daily lives and they visit it multiple times a day. When done in a correct way social media can bring your marketing and sales messages to an audience through a persuasive channel. It helps to advertise product in the market to maintain balance between supply and demand of the agricultural commodity. Nowadays Social Media not only helps in connecting people but also make it easy to modernize the marketing activities for different product. Presently it contributes more to every sphere of marketing like product, price, place, promotion and developing the market base. Now the farmers of India use Social Media to search the source of supplies of seed, insecticides, pesticides, fertilizers, foodgrains and fruits and vegetables as well as to market the product in country and abroad. Farmers also tests the validity of information about the product advertised by the use of Social Media. Moreover, farmers enjoy the agricultural news from the different electronic and print media through Social Media. Afterall, the Social Media technology has dramatically changed the marketing activities for the agricultural products.

KEYWORDS: Social media; advertising; fresh fruits and vegetables; marketing activities

User Evaluation on Digital Training for TOT in Education

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Training on affective mediation for TOT using digital application is needed to motivate trainers to learn as well as to help them provide meaningful learning to their learners. The development of the application is based on a specific model containing a few components specified for affective and meaningful learning. However, the used of the application among TOT is needed to be evaluated as a result to perceive its effectiveness, usefulness, as well as TOT's understanding and satisfaction on the training content. Thus, this study presents the user evaluation on digital training application for TOT in education. The evaluation was conducted through user acceptance test, where 143 trainers were undergone a digital training. Analysis of the user acceptance test was completed through quantitative method. Throughout the procedures, this study was resulted as effective, useful, as well as the trainers were motivated, understood and satisfied when using digital training application to learn affective mediation. Hence, this study has contributed on trainers' motivation to learn and has provided a meaningful learning.

KEYWORDS: digital training; training of trainers; affective mediation

“Impact And Effectiveness Of Advertising Through Pop Ups On Internet On Young Working Women’s Buying Behaviour - A Scale Validation Study In Pune City.”

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Advertisements have been used for many years to influence the buying behaviors of the consumers. In today's liberalized and globalized Indian economy, the utmost concern of advertisers is that of making advertising effective. Knowing about advertising effectiveness is very important for the marketers as large sums of money are poured into advertising. Now-a-days social media has created a huge buzz. On professional front, it has been widely used for acquiring markets by new business ventures. Many established organizations are undergoing operational change in their traditional practices in order to adapt to this online environment for promoting their products and services globally. The purpose of this research is to construct a scale to assess the efficacy of advertising effectiveness by pop ups in Indian market. The study therefore explores the influence of online advertising,

especially popup ads on the purchase behavior of social media users. This particular research was conducted on the 200 young working female to check the influence of pop ups while accessing internet on their buying behavior while creating the awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

KEYWORDS: advertisement; social media; pop ups; young working women; buying behavior

To Study the Influence of Attractive Advertisement on Buying Behavior of Young Girl Students with Special Reference To Cosmetic in Pune City

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This study is focused on the buying behavior of the young girl students which is been influence by the advertisement. Television advertising presents a high effect the young girls whereas television advertising has become an essential part of modern society. Advertisements are the influencing factor for the buying behaviors of the consumers from last many years. Advertisements helps in creating cosmetics fashion awareness and perception among the customers of cosmetic products. This all ultimately influence the buying behaviors of the consumers. This particular piece of research was conducted on the 150 young girl student from different colleges in Pune city who use different brands of cosmetics and how advertisements influence on their buying pattern while creating the awareness and building the perceptions. It was seen that advertisement plays a very important role in introducing a new product or brand in to the market, which helps the customers to buy the better choice product during shopping. Many of the consumers buy the products after watching the advertisements but are loyal to their brand at the end. It was found the market for the cosmetic products are highly competitive. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior.

KEYWORDS: consumer buying behavior; young girl student; advertisement; cosmetic products; brand loyal.

Instrument for Measuring the Influencing of iTV Advertising Design Model toward Impulse Purchase Tendency

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Conceptual design model of Interactive Television Advertising towards Influencing Impulse Purchase Tendency (iTVAdIP) is proposed to provide guideline for advertising designers to develop iTV advertisements which embed elements that are perceived could influence impulse purchase tendency. Previous literature studied on the factors of impulse purchase in different advertising mediums like website, mobile, traditional retail store and traditional television. However, none of the impulse purchase model is dedicated towards influencing impulse purchase tendency for interactive TV advertising. Therefore, this study focuses on the influencing measurement of iTVAdIP design model through reliable constructs. These constructs are collected and formed based on literature study and content analysis. An influencing instrument was developed based on these constructs and a pilot study was conducted to assess the research feasibility and adequacy of the instrument. The methods and results of the pilot study are also presented in this paper, indicating that these constructs are valid, reliable, and practical to be used for measurement of the proposed model.

KEYWORDS: advertising; interactive television; impulse purchase; influencing, measurement

Initiation towards web-based museum exhibits in muzium kedah: Does It Work?

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This paper reports an initial work in designing and implementing digital museum exhibits in the form of web-based environment for Muzium Kedah. The research study involved design and development of a small-scale web-based museum exhibits utilising a graphical and textual information representation formats. The experimentation involved 12 school children age 9 to 12 years old. There were three dimensions being investigated: learning, effectiveness and appealing to assess the design of the web-based museum exhibits. The result shows positive impact on the children's museum learning experiences.

KEYWORDS: museum learning; web-based exhibit; muzium kedah

Design and Development of Cute Classroom: Learning Three Languages

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Current technologies such as mobile devices and applications have great influence on people especially children. It also affects teaching and learning processes. While traditional and conventional learning styles are considered boring to children nowadays, modern learning environment that exploits the use of mobile and smart applications and devices are being widely accepted. It can be used to assist students in their learning environment including learning languages. In response to that this paper introduces an interactive multimedia application to learning three languages (Malay, Mandarin, and English) for Malaysian standard one student and beginners of the languages. A user centred design methodology was adopted to design and develop the learning application. A pilot usability test conducted shows that the application is a success.

KEYWORDS: interactive application; multimedia; learning; educational application; languages

Glucose-6-Phosphate Dehydrogenase (G6PD) Deficiency Animated Interactive Documentary (AID): An Early Requirement Analysis

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This paper highlights about early requirement analysis conducted to identify needs to develop multimedia content on health domain, glucose-6-phosphate dehydrogenase (G6PD) deficiency. G6PD is a very specific inherited and incurable disease which is not very well known and common case among Malaysian. User survey method was conducted to gather data from potential users. Questionnaire was prepared and distributed randomly to multimedia students in Universiti Utara Malaysia (UUM) asking their opinion on this research. The questionnaire consists of three sections; demographic, knowledge on G6PD deficiency, and multimedia content and interface. Findings show that many respondents (among UUM students) did not know basic information about G6PD deficiency; definition (80%), symptoms (85%), and prevention ways (91%). Besides, the respondents did not sure that this disease can be easily detected on new born babies and it cannot be completely cured. Not only that, many of the respondents (76%) never read or watch any things related to the G6PD deficiency. 77% of the respondents agreed that society must have knowledge on the G6PD deficiency for the sake of patient's safety. Thus, there is a need to produce a multimedia content of G6PD deficiency to create user awareness. For multimedia content and interface design, majority (91%) of the respondents chose video element, while 56% chose graphics and animation elements. Respondents also preferred interactivity features to be integrated in the interface design of the G6PD application. Therefore for development and delivery platform, media chosen is animated interactive documentary.

KEYWORDS: G6PD deficiency; multimedia content, animated interactive documentary; data collection; requirement analysis

The Representation of Technologically Literate Ulema in the Television Drama Tukang Bubur Naik Haji

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Tukang Bubur Naik Haji (TBNH) was one of the most popular television dramas in Indonesia. The popularity was measured either by its long-running drama episodes—i.e., from the year 2012 until 2017. In the outline, the story was about the Jakartans' daily life with the figure of Bang Sulam as the main character. Bang Sulam was a chicken porridge seller who aspired to perform Hajj (Islamic pilgrimage to Mecca) as a part of Five Pillars of Islam. In TBNH, there were a number of scenes that represented the existence of ulema (Islamic cleric) in the midst of society. The ulema was not only propagated religious messages conventionally but also used technology as a more effective means of delivery. The delivery of religious messages through this technology channel was analyzed by semiotic and multimodality approaches. Through these methods, a number of scenes in TBNH were examined and viewed from various sides such as the camera angle, text analysis, the actor's gaze direction, the color semiotics of the attribute, etc. The result of this study showed a technologically literate ulema represented by breaking the fourth wall, the use of tools in delivering messages, white as a symbol of purity, and the adapted text to the montage scenes.

KEYWORDS: ulema; technology; multimodality; tukang bubur naik haji

Social Media and its Impacts on Traditional Media: A Case Study On Berita Harian

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Threats over traditional media has been on the rise ever since the new media exist. Since its inception, performance of the Press and printing industry has been declining steadily. As time goes by, it is becoming more persistence. As such, this study, which aimed towards identifying the impact of new media, particularly in news gathering and news publication, was conducted. Other objective include finding the frequency new media usage among journalist. This study uses an in-depth interview method with Encik Zainudin Mohd Isa, Berita Harian's Associate Editor for Digital, Feature and Special Report. Based on the information gathered, it can be concluded that the new media had severely impacted the traditional media in many ways. The impact left little options to Berita Harian in its efforts to move ahead. Instead of focussing on improving its printed version, Berita Harian vows to continue strengthening steps towards improving its production via new media and social media platforms, namely facebook, twitter, instagram, whatsapp and youtube.

KEYWORDS: new media, traditional media, publication, social media

The Synthesis of the Researches for Creating Heuristic Value Techniques to Explain the Relation Among Demand Time, Sufficient Point, Real Value Chain on Timeline of Logistics

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The objective of this study is to explain the relation among demand time, real value chain in a supply chain which is on a timeline of logistics by using simply mathematical model. The relation is the basic thinking to develop the spherical supply wave management (SWM). The 30 researches on logistics and supply chain, the researches on time as a vector, spherical supply wave, real value chain, and ten researches on logistics and supply chain as the data which were used to synthesis for creating the simply mathematical model. The investigation found the activities in logistics and supply chain related significantly to the timeline of logistics (TOL), real value chain, and demand time; as the result, cost, price, profit of those activities can be explained by using logistics time value line and sufficient point. This study chose TOL concerning the basic system, input-process-output, for responding to the demand of customers. The process is one of the n timelines of logistics in spherical supply wave. The future study to develop the system of supply chains which links many complicated supply chains together for managing the real time operations on cost and profit, this is the advantage of this study.

KEYWORDS: time line of logistics, logistics time value, kassakorn's heuristic value techniques, sufficient point

Journalist Versus Future Journalist Malaysia: Relationship Between attitudes, Knowledge, Skill and Journalistic Challenges

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Journalism education is a field of media studies and it aims to educate society in various contexts. The society environment has an impact on how journalism is practiced and educated. Journalism education today is not only based theoretical learning in the classroom but practical in terms of attitude development, knowledge and skills. In fact, journalism education is changing in line with the needs of the industry, the global development of journalist careers, and the social media development that challenges journalists. This study seeks to identify relationships between attitude, knowledge, skill and challenge as a journalist. In addition, this study also to identify relationships between attitude, knowledge, skill and challenge as a future journalist. Using quantitative methodology, 92 sets of survey questionnaires were collected from Malaysian journalist who are working at newspaper organization Malaysia. The results show as a journalist and future journalist, it's important them to have an attitudes and skills. They need also to be competence in knowledge and often faced with journalistic challenges. Results also show as a journalist, there is a positive relationship between attitudes, knowledge, skills and journalistic challenges. In terms

of as a future journalist, there is a positive relationship between attitudes, skills and journalistic challenges. The finding also show that there is a no relationship between knowledge and challenges as a future journalist.

KEYWORDS: journalism education, attitudes, knowledge, skill, journalistic challenges, journalist and future journalist

The Study of Music of Tai Yai Ethnic in Mae Hong Son Province : Case study Klong Kon Yao Khun Yuam District Mae Hong Son Province.

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The research about The Study of Music of Tai Yai Ethnic in Mae Hong Son Province : Case study Klong Kon Yao Khun Yuam District Mae Hong Son Province.

Researcher has 2 objectives as followed

1. To study general knowledge of Klong Kon Yao Khun Yuam District Mae Hong Son Province.
2. To study culture and tradition about Klong Kon Yao Khun Yuam District Mae Hong Son Province.

Nang Narai of Thai Contemporary Dance

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The story of Nang Narai, one of the reincarnated lives of the God Narai, who protects and helps people from all dangers and suffering, is to be found in the *Ramayana* Epic of India. The writer of the epic was the Richi Valmiki.

The story is about Rama and his consort, Sita, being banished from the city through his step mother's trickery. Afterwards, Tosakan the Demon abducts Sita and brings her to his city, the City of Longa. Rama, with the help of troops of monkey warriors gives chase in order to bring his wife back. The story proceeds in an exciting and interesting way and is laden with hidden philosophical concepts relating to the idealistic virtues of the characters; for example, Rama's bravery and Sita's purity and loyalty to her husband in her role as his wife. The Indians believe that Rama is a reincarnation of the God Vishnu.

Hinduism originated from Brahmanism. Its major principles came from the Upanishad philosophy, which taught that the soul and the Atman existed within all human beings, who were parts of the Brahma. This concept held that goodness or badness originated within each individual and was thus different from the belief of the Veda period that taught that gods created the Karma. The important gods were the God Brahma, respected as the Creator, and the God Vishnu or Narai, believed to be the Peace Lover and Destroyer of Difficulties. The Hindus viewed the God Vishnu or Narai as their Supreme God. From this philosophical concept, it can be concluded that the God Vishnu or Narai was charged with the main duty of banishing vice and obstacles and turning the wrong to the right. So, the role of the God Narai was the subject of many stories and, later, these stories about god worship in Hinduism and the Ramayana Epic spread to Southeast Asia and to Thailand.

Application of Coaching and Mentoring Model to SAIFON Model For Pre-Service Teachers' Teaching skills

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This academic article highlights the significance of Coaching and Mentoring Model that developing pre-service teachers skills useful to teaching English language for Thai EFL students at schools. In most cases in Thai context, the pre-service teachers lack efforts to establish the implementation of Coaching and Mentoring Model for enhance the teaching skills. This is being reflected in the poor performances and learning ability of the students. Coaching and Mentoring is an effective Model in developing skills of individuals to achieve success to the fullest and later on pass on their learnings to others. Unsurprisingly, today it is so evident that Coaching and Mentoring Model are considered by many educators as just but some of the most effective ways to strengthen the pre-service teachers skills in teaching. In line with this realization, this particular article aims to discuss prime descriptive information on Coaching and Mentoring, e.g., definition, differences, commonalities, and of course, their relation to each other. With regard to this Coaching and Mentoring Model, the author's applied Coaching and Mentoring Model to the SAIFON Model consisting of six processes : Surveying teachers' needs, Associating with a plan, Instructing teaching strategies, Feedback to teaching demonstration, Observing teaching in the real context, and Notifying problems and Solutions for pre-service teachers's teaching skills

KEYWORDS: application, coaching and mentoring model , saifon model, pre-service teachers' teaching skills

Integration of Flipped-Classroom Concept to Achievement in Chinese Culture Subject According to the 21st Century Learning Management Approach.

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This research aims 1) to study the outcomes of management that learn Chinese culture, according to the concept of flipped classroom with regular students group course code 2104207, 2) to study the satisfaction of the students that have been learning management in Chinese culture, learning, and classroom based on the concept of flipped classroom course code 2104207 to the 2017 academic year, with 47 respondent. A tool used in the research include media, teaching, video clips contain of 4 test achievement and satisfaction evaluation of students learning behavior. Data were collected from in-depth interviews, statistics, data analysis including the standard deviation to find the confidence value and the difficulty value of power comparison outcomes of T-test. The research found that there is an integration of Chinese culture into the flipped-classroom concept. According to the 21st century learning management approach, students have the following learning achievement by the classroom concept. Chinese culture learning is higher than normal learning at the 0.05 level of significance and the satisfaction of the students is very good. The mean score was 4.77 and the standard deviation was 0.41. Integration of Chinese culture into the classroom concept learn to focus on learners and it is the central to learning process. It also encourages the students' curiosity to learn on their own. Students will gain knowledge about the subjects they studied more deeply and they also have the opportunity to comment. The teaching atmosphere is under pressure, as a result, learning process will become more effective and efficient.

KEYWORDS: flipped-classroom, integration, achievement, satisfaction, chinese culture

Thonburi's Performing Arts in the 21st Century

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The research about Thonburi's Performing Arts in the 21th Century is aimed at studying the art of performing arts. It is to study the model of the cultural context of the Thonburi side in the 21st century and to create a database for searching documents. Multimedia publish information to educational and community agencies in Thonburi. This research use qualitative research method. Data are collected from research papers and related texts, field observation with non-participant and focus group, in-depth interview and group interview from professional, local philosopher, District Director, Chairman of the Cultural Council, Head of Faculty, performers, musicians, Presidents of the Community and villagers. Research found that the traditional art of performing arts is inherited by oral transmission of family kinship.

Traditional art performances are inherited by oral teaching the relatives. By the 21st century, the company had transformed into a business model. At present, there are 4 groups consisting of lions and dragons, Kratong Tang Seu, Klong Yao application and Portuguese dance. The collection of the show is as follows. 1) A group of lions and dragons consist of 19 company members which are : Sith Thevatham company, Sith Luang Po Toon company, Sith Look Chaimongkol company, Long Qian Thailand company, Look Thonburi company, Look Po Pie Bang Song Rit company, Look Po O Pa Sri company, Look Suan Yee Sip company, Sith Luang Po Mahesuan company, Sith Luang Po Vichiangmune company, Sith Luang Po Keaw company, Sith Chao Po Jiao di Lar company, Sith Look Chaofahchuthamane company, Kang Puk Thailand company, Sith Jakkapatdam company , Look Chao Po Kao Tok company, Sith Eak Taomahaprom company, Look Pranaresuan company, and Sith Luang Po Noi company. 2) Kratong Tang Seu 4 company which are : Sith wat yai Srisuphan company, Sith Po Tod company, Sith wat bangsakeanok company and Sith Luang Po Meng watbangsakeanai company. 3) Klong Yao application 1 company which is : Sor Pornpraphom company. 4) Portuguese dance 1 company which is Kudechin Community. The 21st century attribute connect to ethnics, culture, tradition, roles and duties as well as knowledge Society. Those Performance have been developed to current culture The culture identity of Thonburi Community passed to the Lion dance, Dragon Mouth Dance and Dragon Kao Mai (The Dragon has 9 performance who carry 9 stick) Kratong Tang Seu and Tiger Challenge perform, Klong Yao playing and do the Pyramid acrobats with 3 Drum. In the last 10 year that the protugase dance been develop from their knowledge and become culture identity of Thonburi Community.

Keywords: Thonburi, Performing Arts, the 21st Century.

Proses Kreatif Dalam Media Digital

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Keberdayaan internet dalam dunia digital telah membawa perubahan pada fungsi dan sistem media massa konvensional apabila tumpuan mendapatkan maklumat telah beralih kepada teknologi internet. Kebolehcapaian internet dalam dunia global secara tidak langsung turut menyemarakkan dunia kesusasteraan tanah air apabila ramai 'pengkarya' menghasilkan karya dan memasarkan karya dalam media digital untuk dinikmati oleh khalayak

sasaran. Kepopularan karya sastra dalam bentuk media digital atau sastra siber ini mendapat tempat yang utama dalam kalangan peminat sastra tanah air dari pelbagai peringkat umur dan latar belakang pendidikan. Timbul satu persoalan 'ada apa pada karya media digital' sehinggakan pelbagai jenis laman sesawang yang dibina secara individu atau organisasi menjadi tatapan utama pengunjung untuk menikmati hasil karya yang dipersembahkan. Malahan, ekoran daripada kepopularan karya dalam laman sesawang ini, seterusnya karya tersebut dibukukan oleh penerbit-penerbit popular tanah air. Karya ini kemudiannya diperluaskan sasaran khalayak melalui adaptasi novel kepada filem dan drama. Sehubungan itu makalah ini akan meneliti aspek struktur karya media digital bagi menjelaskan kepopularan karya yang begitu mendapat tempat utama dalam industri penerbitan dan perfileman negara. Penelitian secara analisis teks ini akan menggunakan genre cerpen daripada laman sesawang terpilih dalam membincangkan struktur karya media digital yang memungkinkan karya dalam bentuk siber ini mendapat perhatian daripada kalangan pembaca. Dapatan kajian memperlihatkan bahawa sastra dalam bentuk media digital secara umumnya telah membawa perkembangan baru dalam dunia kesusasteraan tanah air. Karya sastra telah mengalami penyesuaian dan perubahan akibat perubahan media. Pengisian karya dalam sastra siber dilihat turut membantu menjana ekonomi dalam industri kreatif negara. Fenomena sastra siber juga secara tidak langsung dapat meneruskan kesinambungan berkarya bagi penulis baru dan lama.

KEYWORDS: Media Digital; Proses Kreatif ; Karya Sastra; Internet; Struktur Teks

Persepsi Pemimpin Pelajar Terhadap Komunikasi Kepimpinan Di Universiti

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Kajian lepas telah banyak memberi pengetahuan tentang kesan kepimpinan terhadap konsep gaya komunikasi kepimpinan dan ciri-ciri komunikasi kepimpinan. Namun, tidak banyak kajian yang dijalankan khusus dalam meneroka dan memahami gaya komunikasi kepimpinan dan ciri-ciri komunikasi kepimpinan dalam golongan belia di institusi pengajian tinggi. Oleh itu, kajian ini bermatlamat untuk meneroka gaya komunikasi kepimpinan yang sering diaplikasikan oleh pemimpin pelajar. Selain itu, kajian ini bermatlamat untuk mengenalpasti ciri-ciri komunikasi kepimpinan daripada persepsi pemimpin pelajar. Untuk mencapai matlamat tersebut, analisis kaedah temubual terhadap 15 orang pemimpin pelajar Majlis Perwakilan Pelajar (MPP) di Universiti Utara Malaysia (UUM) telah dilaksanakan. Hasil kajian mendapati bahawa tiga gaya komunikasi kepimpinan yang sering diaplikasikan oleh pemimpin pelajar adalah gaya kepimpinan karismatik, transaksional dan transformasional. Manakala ciri-ciri komunikasi kepimpinan mempunyai lima ciri utama iaitu peramah, memahami, mengawal emosi, responsif dan tegas. Kajian ini dapat menambah pengetahuan kepada kajian kepimpinan belia terutamanya di Malaysia kerana kajian yang dilakukan pada komunikasi kepimpinan terhadap pemimpin pelajar masih terhad. Selain itu, kajian ini juga telah membangunkan satu rangka kerja yang menyeluruh bagi teori kepimpinan yang berteraskan gaya dan ciri komunikasi kepimpinan dalam konteks komunikasi kepimpinan di universiti.

KEYWORDS: komunikasi kepimpinan; pemimpin pelajar; gaya kepimpinan

Citra Gaya Penulisan Karya Indie

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Novel di Malaysia makin berkembang. Perkembangan novel dibahagikan kepada beberapa bahagian iaitu perkembangan 1946 – 1949, perkembangan 1950-an, perkembangan 1960an, 1970an, perkembangan 1980an, 1990an dan hingga kini *trend* terkini ialah novel karya indie. Karya ini banyak diterbitkan dalam blog twitter, face book dan lain-lain. Penulisan karya indie agak berbeza daripada jenis novel yang lain. Karya baharu ini tidak mempunyai ciri-ciri penulisan yang tertentu. Malahan berbentuk cerita bebas dan tidak terikat. Karya ini tidak ada editor dan diterbitkan sendiri. Ramai penulis yang menerbitkan buku kerana mahu menyampaikan ekspresi diri masing-masing.. Karya indie ini merupakan luahan cerminan masyarakat yang disampaikan dalam bentuk prosa. Kajian ini akan melihat novel dan akan meneliti identiti dan gaya penulisan karya indie.

KATA KUNCI: novel; perkembangan; karya indie; identity; gaya penulisan

Dasar Pertahanan Malaysia Dalam Era Tun Mahathir Mohamad 1981-2003

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Dasar Pertahanan Negara mencerminkan hasrat setiap negara untuk mempertahankan kepentingan-kepentingan strategiknya serta memelihara keselamatan negara. Ia merupakan satu manifestasi matlamat yang bertanggungjawab untuk melindungi keselamatan dan kepentingan strategik sesebuah negara. Dalam konteks Malaysia, tiga asas utama yang menjadi teras Dasar Pertahanan Malaysia iaitu kepentingan strategik negara, prinsip pertahanan dan konsep pertahanan. Terdapat tiga perubahan bentuk utama dalam Dasar Pertahanan Malaysia yang bermula dengan era Tunku Abdul Rahman (1957-1970), era Tun Razak/ Tun Hussein Onn (1970-1980) serta era Tun Mahathir (1981-2003). Era Tunku Abdul Rahman 1957 sehingga 1970 adalah pro barat (*dependency*). Manakala ketika era pemerintahan Tun Razak pada tahun 1970 sehingga 1976 dan Tun Hussin Onn pada tahun 1976 sehingga 1980, dasar pertahanan berubah kepada *Neutrality* (berkecuali). Berbeza pula sewaktu pentadbiran era Mahathir, dasar pertahanannya cenderung kepada bentuk *self reliance* (berdikari). Perubahan dasar pertahanan Mahathir dapat dilihat dalam *Precument* persenjataan beliau yang telah memberi kesan kepada Malaysia sebagai sebuah negara membangun yang begitu lantang dan berani bersuara. Di gelanggang antarabangsa, suaranya begitu bergema bagi menyuarakan aspirasi Negara Dunia Ketiga dan komitmen yang ditunjukkan melebihi pemimpin yang lain. *Self reliance* di bawah pentadbiran Tun Mahathir menjadikan aspek pertahanan Malaysia bertambah moden sehingga Tun Mahathir menjadi rujukan dan perhatian diseluruh dunia terutamanya Negara Dunia Ketiga.

KEYWORDS: pertahanan, keselamatan, kepentingan strategik, kestabilan, *self reliance* (berdikari).

Metafora Dalam Penulisan Berita Strategik Terhadap Program Transformasi Kerajaan (GTP)

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Bahasa dalam penulisan berita amat penting kerana ia membawa pelbagai erti dan kefahaman apabila dibaca untuk setiap anggota masyarakat. Penggunaan bahasa yang betul dan memberi makna serta mempunyai tafsiran tertentu mampu membentuk pemikiran masyarakat. Gabungan bahasa dalam penulisan berita mempunyai berpengaruh dalam membentuk sosial budaya, sumber maklumat, pendidikan, hiburan, kunci utama dalam arena komunikasi politik, penyertaan demokrasi, komunikasi nilai ideologi, norma, sifat dan kepercayaan terhadap sesuatu isu. Oleh itu, kajian ini menggunakan pendekatan Analisis Wacana Kritis (CDA) yang memberi penekanan kepada elemen Analisis Metafora Kritis (CMA) bagi meneliti penggunaan bahasa dan frasa yang dibentuk oleh wartawan dalam penulisan berita mengenai dasar kerajaan, terutama Program Transformasi Kerajaan (GTP). Data yang digunakan dalam kajian ini adalah diambil daripada tiga akhbar atas talian iaitu, akhbar Malaysiakini, Berita Harian dan Utusan Malaysia. Penggunaan metafora konsep dan metafora digunakan sepenuhnya bagi memperhalusi istilah dalam frasa yang ditulis oleh wartawan ketiga-tiga organisasi media ini. Hasil kajian mendapati wartawan secara sedar dan tidak sedar melakarkan penulisan yang mempunyai metafora dan menetapkan metafora konsep melalui pumbingkai berita yang ditulis oleh mereka. Metafora konsep yang dibentuk jelas dipaparkan di setiap penulisan berita kerana mereka mempunyai agenda yang ditetapkan oleh organisasi media masing-masing bagi mempromosi ataupun memberi kefahaman mengenai dasar kerajaan terutama berkaitan GTP dan Bidang Keberhasilan Utama Negara (NKRA). Gelagat dan proses mereka ini menghasilkan berita yang mempunyai maksud tersirat dengan menggunakan metafora bagi menghasilkan berita strategik. Metafora yang dihasilkan adalah berbeza tetapi koheren untuk mengesahkan GTP dan NKRA sebagai pembawa perubahan ekonomi positif kepada negara ini. Secara tersirat menunjukkan bahawa GTP dan NKRA perlu dilaksanakan jika Malaysia mahu menjadi negara maju. Ia memberi makna tersirat kerana tidak dikatakan secara langsung tetapi secara tidak langsung melalui metafora.

KATA KUNCI: Berita, Metafora, Media, Program Transformasi Kerajaan (GTP)

Tahap Kepuasan Saluran Komunikasi Penyelia dalam Perindustrian Kecil & Sederhana (PKS) Sektor Perkhidmatan di Utara Semenanjung Malaysia

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Kajian ini bertujuan untuk mengenalpasti tahap kepuasan maklumat yang diterima melalui saluran komunikasi penyelia dalam kalangan pekerja PKS sektor perkhidmatan khususnya di Utara Semenanjung Malaysia. Tahap saluran komunikasi yang dikaji ialah komunikasi bersemuka dengan penyelia, komunikasi melalui telefon dengan penyelia, komunikasi bertulis, mel elektronik, mesej pesanan segera (instant messenger), aplikasi whatApps dan media sosial. Kajian ini menggunakan soal selidik sebagai instrument untuk pengumpulan data. Sampel kajian adalah seramai 418 responden yang terdiri daripada pekerja pelbagai peringkat pengurusan. Hasil dapatan kajian mendapati bahawa tahap kepuasan maklumat yang diterima melalui saluran komunikasi penyelia berada di paras tahap sederhana tinggi. Hal ini perlu diberi perhatian dengan sewajarnya. Seterusnya, implikasi kajian telah

dibincangkan untuk membangunkan tahap kepuasan saluran komunikasi penyelia kerana kecekapan penggunaan saluran komunikasi bukan sahaja membantu meningkatkan produktiviti, pengetahuan dan kemahiran pekerja malah membantu ke arah pencapaian prestasi organisasi serta mengekalkan kelebihan daya saing.

Kegunaan dan Kepuasan Aplikasi Whatsapp Dalam Kalangan Warga Separuh Umur

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Seiring dengan perkembangan teknologi masa kini telah menyebabkan teknologi komunikasi turut berubah. Budaya komunikasi kurang memberikan fokus antara manusia dengan manusia malahan lebih kepada interaksi antara manusia dengan peranti. Kebanyakan manusia menggunakan internet sebagai medium untuk berhubung dan sememangnya tidak dapat dipisahkan daripada manusia kini. Kebiasaannya remaja sering dikaitkan dengan teknologi, namun kurang terhadap warga separuh umur. Malah, kepuasan yang diperolehi manusia juga turut menyumbang kepada penggunaan aplikasi WhatsApp. Oleh itu, kajian ini dilakukan bagi mengenal pasti tujuan penggunaan WhatsApp dalam kalangan warga separuh umur. Selain itu, mengenal pasti kepuasan yang diperolehi oleh warga separuh umur apabila menggunakan WhatsApp di samping mengenal pasti persepsi mereka terhadap WhatsApp. Kajian ini menggunakan kaedah kuantitatif dalam mengumpul data yang melibatkan temu bual yang lebih mendalam dijalankan. Seramai lapan orang informan telah dipilih menggunakan persampelan bertujuan bagi menjawab persoalan kajian. Data yang diperolehi telah dianalisis melalui kaedah analisis tematik menggunakan *software* Nvivo v.8. Hasil kajian mendapati bahawa tujuan penggunaan WhatsApp adalah untuk bersosial, hiburan, mendidik, promosi dan menyampaikan maklumat. Bagi kepuasan pula, elemen yang dikenal pasti ialah disebabkan oleh mudah dan cepat, mesej mudah difahami, merapatkan yang jauh, memberikan maklumat dan meluas. Manakala, bagi bahagian ketiga iaitu persepsi dapat dikelaskan kepada negatif dan positif. Penggunaan WhatsApp boleh dikatakan agak penting dalam kalangan warga separuh umur sebagai medium komunikasi interpersonal. Secara keseluruhannya, kajian ini dapat membantu kajian yang akan datang untuk dijadikan sebagai satu panduan dalam skop yang hampir sama.

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