

**INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION  
(MENTION 2021)**  
“Media and Communication in the New Norm: Challenges & Global Issues”

23 November 2021 (Tuesday)

**2.00 – 3.55 pm**

**PARALLEL SESSION A**

**Session A1**

**Theme: Intercultural communication and intrapersonal communication**

**Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Faridah Saad, Abdul Latiff Ahmad and Sabariah Mohd Salleh	Universiti Kebangsaan Malaysia	KEPENTINGAN KOMUNIKASI NON-VERBAL TERHADAP ADAPTASI ANTARABUDAYA
Nazra Aliff Nazri, Nurul Akqmie Badrul Hisham and Abdul Latiff Ahmad	Universiti Malaysia Perlis, Universiti Kebangsaan Malaysia	DRAMA ADAPTASI KOREA: SUATU ANALISIS TERHADAP PEMAPARAN ISLAM DALAM DRAMA MONALISA
Rizqi Azis, Renanda Putri, Ghifary Waliy, Sania Majida and Ernawati	Universitas Pendidikan Indonesia	INTERCULTURAL COMPETENCE COMPONENTS MODEL: HOW DOCTOR ENCOUNTER COVID-19 VACCINE REJECTION IN WEST SUMATRA, INDONESIA
Shanshan Bi and Abdul Latiff Ahmad	Universiti Kebangsaan Malaysia	INTERCULTURAL COMMUNICATION COMPETENCE OF CHINESE STUDENTS STUDYING IN MALAYSIAN PUBLIC UNIVERSITIES
Siti Zaiton Ajis, Arina Anis Azlan & Emma Mohamad	Universiti Kebangsaan Malaysia	PEMBANGUNAN INDIKATOR KESEJAHTERAAN LELAKI DI MALAYSIA MELALUI PERSPEKTIF KOMUNIKASI INTRAPERSONAL: ANALISIS FAKTOR PENEROKAAN

**Session A2**

**Theme: Health Communication 1**

**Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Aida Mokhtar and Berfu Ilter	IIUM University of Afyon Kocatepe	PUBLIC HEALTH COMMUNICATION CAMPAIGN OF COVID-19: THE CASE OF MALAYSIA AND TURKEY
Haryati Abdul Karim and Mohd Hanafi Jumrah	Universiti Malaysia Sabah Han Chiang University	COVID-19 INFORMATION OVERLOAD : HOW DOES IT AFFECT MSIANS SUFFERING FROM ANXIETY AND DEPPRESION

Ike Junita Triwardhani, Muhamad Zaki Mustafa, Anne Maryani and Raditya Pratama Putra	Universitas Islam Bandung	LOCAL CULTURE ON COVID 19 GOVERNMENT CAMPAIGN IN INDONESIA AND MALAYSIA (ETHNOGRAPHIC STUDY OF COMMUNICATION ABOUT COVID 19 GOVERNMENT CAMPAIGNS ON SOCIAL MEDIA)
Muchsin Al-Fikri, Adi Permana Shidik and Tresia Wulandari	Universitas Pasundan Bandung	IMPLEMENTATION OF HEALTH COMMUNICATIONS TO REDUCE THE NUMBER OF VICTIMS OF COVID-19 DURING THE PANDEMIC IN BANDUNG CITY
Siti Ezaleila Mustafa and Nor Zaliza Sarmiti	University of Malaya	PENGGUNAAN WHATSAPP DALAM MEMPROMOSIKAN KESIHATAN MULUT DAN GIGI KANAK-KANAK: ANALISIS TERHADAP PENDAPAT IBU BAPA

### Session A3

**Theme: Health Communication 2**  
**Chairperson:**

Presenter	Univ.	Title
Sanan Waheed Khan and Assoc Prof Dr. Zulhamri Abdullah	Universiti Putra Malaysia	THE ROLE OF PUBLIC SERVICE MESSAGES THROUGH SOCIAL NETWORK SITES IN COVID-19 VACCINE HESITANCY USING THE HEALTH BELIEF MODEL
Sze Chuan Tan, Yow Lin Liew and Pushpavalli Maniam	Tunku Abdul Rahman University College	INVESTIGATING THE PREDICTORS OF COVID-19 VACCINATION REGISTRATION AMONG PARENTS IN MALAYSIA: APPLICATION OF THEORY OF REASONED ACTION
Wan Norshira Wan Mohd Ghazali, Hamidah Idris, Shafizan Mohamed and Nur Shakira Mohd Nasir	International Islamic University Malaysia	THE EMERGENCE OF VACCINE REFUSALS ON FACEBOOK: CHARACTERISTICS AND SELF-PRESENTATION
Weilun Ju, Shahrul Nazmi Sannusi and Emma Mohamad	Universiti Kebangsaan Malaysia	WHO IS RESPONSIBLE FOR VACCINE NATIONALISM: A COMPARATIVE RESEARCH ON U.S. COVID-19 VACCINE REPORTS BETWEEN AMERICAN AND INDIAN MEDIA

### Session A4

**Theme: Communication Policy**  
**Chairperson:**

Presenter	Univ.	Title
Jamilah Ahmad and Nur Shima Sarudin	Universiti Sains Malaysia	NATIONAL UNITY: INTERSECTIONS OF SOCIAL MEDIA AND SOCIAL SOLIDARITY TOWARDS SOCIAL COHESION IN MALAYSIA
Mohd Zaidi Abu Seman, Wan Amizah Wan Mahmud and Muhammad Adnan Pitchan	Universiti Kebangsaan Malaysia	PENERIMAAN APLIKASI RTM KLIK DALAM KALANGAN PENGGUNA LEMBAH KELANG
Siti Zobidah Omar, Krishnapriyaa Kovalan, Jusang Bolong, Akmar Hayati Ahmad Ghazali and Muhammad Adnan Pitchan	Universiti Putra Malaysia	YOUTH UNDERSTANDING OF CYBERCRIME AND CYBER SAFETY PRACTICES IN MALAYSIA

Sitinurbayu Mohd Yusoff, Dzurizah Ibrahim, Syahrudin Hj Ag Ahmad, Aisah Meri and Cyril Modili	Universiti Malaysia Sabah	KEMPEN STAY-AT-HOME: KEJELASAN TUJUAN, KEBERKESANAN DAN IMPLIKASI KEPADA MASYARAKAT
Syahrudin Ag Ahmad, Sitinurbayu Mohd. Yusof, Aisah Meri and Cyril Modili	Universiti Malaysia Sabah	ISU DAN PENDEFINISIAN SEMULA DIGITAL POVERTY DALAM PENGAJARAN, PEMBELAJARAN DAN PENYELIAAN (PPDP) SECARA ATAS TALIAN
Woro Harkandi Kencana and Adiella Yankie Lubis	Universitas Persada Indonesia, YAI Universitas Prof Dr Moestopo Beragama	INTERNET TROLL: CONFLICT IN ONLINE COMMUNITIES OF CONSUMPTION

**Session A5**

**Theme: Organisational Communication 1**

**Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Adria Jue Yue Chin and Cheng Ean Catherine Lee	Sunway University	EMPLOYEES' USE OF SOCIAL MEDIA AND ITS INFLUENCE ON EMPLOYEE COMMUNICATION RESPONSIBILITY DURING THE COVID-19 PANDEMIC IN MALAYSIAN ORGANISATIONS
Ferdinand Sirait and Dinar Anggraeni	UPN Veteran Jakarta Bawaslu RI	THE IMPLEMENTATION OF GOVERNMENT COMMUNICATION STRATEGIES IN HANDLING THE COVID-19 PANDEMIC: EXPERIENCES FROM INDONESIA
Hasnah Ab Kadir, Saodah Wok and Norbaiduri Ruslan	International Islamic University Malaysia	THE INFLUENCE OF KNOWLEDGE-SHARING MOTIVES ON THE WELL-BEING OF ACADEMIC STAFF
Imran Ssemuddu, Syed Arabi Idid and Zeti Azreen Ahmad	International Islamic University Malaysia	LEADERSHIP AND PERSONALITY ATTRIBUTES OF TAN SRI MUHYIDDIN YASSIN
Mohd Faizal Kasmani	Universiti Sains Islam Malaysia	SOCIAL MEDIA AS AN ONLINE PUBLIC SPHERE FOR THE FIRST-TIME VOTERS IN MALAYSIA

**Session A6****Theme: Systematic Literature Review 1****Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Dan He, Shahrul Nazmi Sannusi and Peng Kee Chang	Universiti Kebangsaan Malaysia	A SYSTEMATIC REVIEW OF FAKE NEWS AND COVID-19 IN CHINA
Farah Fazlinda Mohamad	Universiti Pendidikan Sultan Idris	ANALYSING THE INFODEMIC AND MISINFORMATION AMONG MALAYSIAN DURING THE COVID-19 OUTBREAK: A SYSTEMATIC LITERATURE REVIEW
Siti Nurshahidah Sah Allam and Normah Mustaffa	Universiti Kebangsaan Malaysia	ANALISIS SISTEMATIK LITERATUR: KEMAHIRAN LITERASI MEDIA DAN PENYERTAAN POLITIK GENERASI Z
Suhana Saad	Universiti Kebangsaan Malaysia	ANALISIS SOROTAN SISTEMATIK PENELITIAN BIAS DALAM PELAPORAN BERITA ATAS TALIAN

**Session A7****Theme: Framing and news coverage****Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Hongyu Mai, Abdul Muati, Moniza Waheed and Julia Wirza	Faculty of Modern Languages and Communication, UPM	SOURCES FRAMING AND NATIONAL IMAGE: A COMPARATIVE STUDY ON IMAGE OF CHINA AND US IN THE STAR
Joanneia Selin, Julia Wirza and Akmar Hayati	Universiti Putra Malaysia	THE EFFECT OF GAIN VERSUS LOSS FRAMING OF COVID-19 ONLINE NEWS ON PREVENTIVE BEHAVIOUR
Lihong Yuan and Siti Aishah Hj Mohammad Razi	Universiti Putra Malaysia Universiti Putra Malaysia	THE MEDIA-AUDIENCE RELATION IN THE CCTV NEWS PROGRAMS REGARDING COVID-19 REPORTS
Mohammed Fadel Arandas, Syed Arabi Idid, Yoke Ling Loh, Peng Kee Chang, Emma Mohamad and Ali Salman	Southern University College, International Islamic University Malaysia, Universiti Kebangsaan Malaysia, Universiti Malaysia Kelantan	SLANTED FRAMING OF NEWS STORIES OF PALESTINIAN PRESIDENTS BY NEW STRAITS TIMES
Nur Shakira Mohd Nasir, Wan Norshira Wan Mohd Ghazali, Shafizan Mohamed and Mohd Helmi Yusoh	International Islamic University Malaysia	NEWSPAPER COVERAGE OF VACCINATION IN MALAYSIA: TESTING THE IDEALS OF JOURNALISM

**Session A8****Theme: Media literacy 1****Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Alireza Azeri Matin	International University of Malaya-Wales (IUMW)	TOTALITARIANISM UNDER THE AEGIS OF COVID-19: A CRITICAL ANALYSIS OF MEDIA EVENTS ENACTED BY IRAN'S SUPREME LEADER
Ismail Sualman and Muhammad Hikal Arifin	Universiti Teknologi MARA, Shah Alam, Malaysia	A CONTENT ANALYSIS OF COVID-19 FAKE NEWS DURING THE MOVEMENT CONTROL ORDER 2020
Jamali Bujang Sanawi	Universiti Kebangsaan Malaysia	MEDIA MALAYSIA SEMASA TAHUN TERAKHIR PENTADBIRAN KERAJAAN BARISAN NASIONAL 2017-2018: SUATU PENELITIAN TERHADAP DINAMIKA PENENTUAN AGENDA KEPENTINGAN ISU ANTARA MEDIA ARUS PERDANA, PORTAL BERITA DALAM TALIAN DAN MEDIA KERAJAAN DI LAMAN TWITTER
Mohd Helmi Bin Yusoh	International Islamic University Malaysia	MALAYSIAN ONLINE NEWSPAPERS: A CRITICAL DISCOURSE ANALYSIS OF NEWSPAPER HEADLINES ON SHEIKH JARRAH CONFLICT
Sofia Hayati Yusoff and Fatin Nur Aqilah Isa	Universiti Sains Islam Malaysia	THE ANALYSIS OF MISLEADING INFORMATION ON COVID-19 POSTED ON FACEBOOK
Nur Izyan Ismail, Seri Haidah Jaapar dan Sabariah Mohamed Salleh	Universiti Kebangsaan Malaysia	PENULARAN BERITA PALSU TENTANG VAKSIN COVID-19: SATU KAJIAN TERHADAP LAMAN SEBENARNYA.MY

**Session A9****Theme: Advertising issues 1****Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Mohd Fauzi Harun, Mohd Yusof Zulkefli, Nor-Ezatul Hanani Mohamed Rosli and Hashima Mohaini Mohammad	Universiti Tunku Abdul Rahman	DISCOVERING HALAL BRANDING AND CONSUMER RESPONSE AMONG NON-MUSLIM
Morissan Morissan and Tan Siang	Universitas Mercu Buana, Jakarta, Indonesia	HIJAB IN SHAMPOO ADS: THE INFLUENCE OF PROBLEM RECOGNITION, INVOLVEMENT AND ATTITUDE TOWARD PURCHASE INTENTION AMONG FEMALE MUSLIMS
Suguna Olakanathan, Azlina Kamaruddin and Haslina Halim	Universiti Utara Malaysia	FACTORS ONLINE PURCHASING PERSUADE PEOPLE BEHAVIOUR?

Yao Wang, Julia Wirza Mohd Zawawi, Abdul Muati Zamri Ahmad and Jen Sern Tham	Universiti Putra Malaysia	ANALYZING NATIVE ADVERTISING COMMUNICATION STRATEGY FROM THE PERSPECTIVE OF IMBEDDING, CREATIVITY, AND INTERACTIVITY
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<b>Session A10</b>
<b>Theme: Political communication</b>
<b>Chairperson:</b>

Presenter	Univ.	Title
Che Ching Lai, Hamisah Hasan and Abdul Mua'Ti Ahmad	Universiti Malaysia Sabah, Universiti Putra Malaysia	PENGLIBATAN POLITIK DAN SIVIK SERTA KETERANGKUMAN DIGITAL DALAM KALANGAN BELIA DI SABAH
Damayanti Masduki, Siti Karlinah, Eni Maryani and Kunto Adi Wibowo	Padjadjaran University	WOMEN POLITICIANS MEMBERS OF THE INDONESIAN HOUSE OF REPRESENTATIVES ON TWITTER AHEAD OF 2024 LEGISLATIVE AND PRESIDENTIAL ELECTION
Jue Jun Tan	Universiti Tunku Abdul Rahman	SOCIAL MEDIA POLITICAL INFORMATION USE IN PREDICTING POLITICAL PARTICIPATION AND VOTING BEHAVIOR OF THE NET GENERATION
Mohamad I'Rfan Shahrudin and Azlina Kamaruddin	Universiti Utara Malaysia	KEFAHAMAN IBU BAPA TERHADAP FUNGSI KOMUNIKASI DAN FAKTOR PERUBAHAN SIKAP BERDASARKAN VIDEO PENYALAHGUNAAN DADAH DI YOUTUBE.
Novi Erlita, Mohd Nor Shahizan and Wan Amizah	Universiti Kebangsaan Malaysia	THE POLITICAL ECONOMY OF METRO TV STESEN MEDIA IN INDONESIA IN THE POST NEW ORDER ERA

<b>Session A11</b>
<b>Theme: Media technology</b>
<b>Chairperson:</b>

Presenter	Univ.	Title
Andi Muhammad Tri Sakti, Emma Mohamad and Arina Anis Azlan	Universiti Kebangsaan Malaysia	MINING OF OPINIONS ON COVID-19 LARGE-SCALE SOCIAL RESTRICTIONS IN INDONESIA: PUBLIC SENTIMENT AND EMOTION ANALYSIS ON ONLINE MEDIA
Lishalini Chandrasekaran	UTAR	TINDER-LY YOURS: AN EXPLORATORY STUDY OF MALAYSIAN INDIAN YOUTHS ONLINE DATING THROUGH THE CULTURE AND THE PANDEMIC.
Nurul Huda Mohamad Noor, Saifullah Mohammad, Salifu	International Islamic	FACTORS INFLUENCING CONTINUOUS INTENTION TO USE FOOD DELIVERY APPLICATIONS AMONG MALAYSIAN YOUTH DURING COVID-19 PANDEMIC

Abdul Aziz and Norbaiduri Ruslan	University Malaysia	
Sharifah Sofiah Syed Zainudin, Jiashou Wu and Saiful Nujaimi Abdul Rahman	Universiti Putra Malaysia	THE EFFECT OF DATING APPLICATION TINDER ON COMMUNICATION AND INTERPERSONAL RELATIONSHIPS AMONG UNIVERSITY STUDENTS

### Session A12

**Theme: Media and Youth 1**

**Chairperson:**

Presenter	Univ.	Title
Adlene Aris, Emma Mirza Wati Mohamad, Arina Anis Azlan and Hilwa Abdullah Mohd Nor	Universiti Kebangsaan Malaysia	ANALYZING DEPRESSION NARRATIVES ON SOCIAL MEDIA AMONG YOUTH IN MALAYSIA
Gweneth Yi Wen Kok, Eunice Jia Ern Chong, Xin Qi Khoo, Cynthia Sim, Jia Jun Yap and Su Yen Teh	UTAR	A STUDY OF UNDERGRADUATES' BEHAVIORAL INTENTION IN USING E-LEARNING SYSTEMS AT A UNIVERSITY IN PERAK
Norhayati Rafida Abdul Rahim and Osama Kanaker	Universiti Sains Islam Malaysia	COMMUNICATING STRESS ACCORDING TO DIVINE AND INTERPERSONAL COMMUNICATION AMONG USIM'S STUDENTS DURING PANDEMIC COVID-19
Nul Widaya Mohamed Nawi, Syed Agil Syekh Alsagoff, Mohd Nizam Osman and Zulhamri Abdullah	Universiti Putra Malaysia	MEDIA DEPENDENCY: IMPACT OF NEW MEDIA ON MALAYSIAN YOUTH WITH SPECIAL REFERENCE TO COVID-19
Nur Hafifah Jamalludin, Saodah Wok, Tengku Siti Aisha Tengku Azzman and Nerawi Sedu	International Islamic University Malaysia	IMPACT OF PERCEPTION, ATTITUDE AND BEHAVIOR ON CYBER RESILIENCE TOWARDS ONLINE FRAUD THREATS ONTO IIUM STUDENTS

**4.05 – 6.00 pm****PARALLEL SESSION B****Session B1****Theme: Opinion leaders and Influencers****Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Abdul Qodir Shaleh, Jazilus Sakhok and Ilyya Muhsin	STAI Sunan Pandanaran Yogyakarta	THE COMMUNICATION STRENGTH OF THE SULTAN OF YOGYAKARTA IN FACING THE COVID 19 PANDEMIC BASED ON THE LOCAL WISDOM OF THE JAVANESE SOCIETY IN YOGYAKARTA INDONESIA
Muhamad Fazil Ahmad and Wan Rohila Ganti Wan Abdul Ghapar	University Sultan Zainal Abidin	SOCIAL MEDIA INFLUENCERS' IMPACT ON CONSUMERS' BATIK TERENGGANU SUSTAINABLE FASHION CONSUMPTION
Nur Widad Roslan, Nur Maisarah Roslan and Siti Nur Aliaa Roslan	Infrastructure University Kuala Lumpur (IUKL)	STUDENTS' PRESUPPOSITION TOWARDS THE USE OF CELEBRITY AND INFLUENCERS TO ENCOURAGE COVID-19 VACCINATION
Nursyamimi Harun, Normazaini Saleh, Wawarah Saidpudin and Marhaini Abdul Ghani	Kolej Universiti Islam Antarabangsa Selangor	PENGARUH PEMIMPIN PENDAPAT DALAM KALANGAN PEMPENGARUH MEDIA SOSIAL: DIMENSI BARU DALAM PEMBUATAN KEPUTUSAN REMAJA
Saw Teck Chew, Emma Mohamad and Sabariah Mohamed Salleh	Universiti Kebangsaan Malaysia	ACCEPTANCE OF HEALTH MESSAGES CONVEYED BY PARASOCIAL OPINION LEADERSHIP AMONG FOLLOWERS THROUGH SOCIAL MEDIA

**Session B2****Theme: Media and covid-19****Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Aisah Meri, Sitinurbayu Mohd Yusoff, Cyril Modili, Amrullah Maraining and Lee Kuok Tiung	Universiti Malaysia Sabah	KHALAYAK DAN MEDIA SEMASA COVID-19: PERSPEKTIF KEGUNAAN DAN KEPUASAN MEDIA DI SABAH
Che Ching Lai, Jaswinder Kaur Kler, Marja Azlima Omar, Jamsari Hashim, Kennedy Aaron Aguol and Vui Yin Wong	Universiti Malaysia Sabah	A STUDY ON KNOWLEDGE, ATTITUDE AND BEHAVIOUR TOWARDS ACCEPTANCE OF THE COVID-19 VACCINE AMONG THE PEOPLE OF SABAH

Maya May Syarah, Dian Wardiana Sjuchro, Dadang Rahmat Hidayat and Slamet Mulyana	University Padjadjaran, Indonesia	MASS MEDIA AND THE COVID-19 PANDEMIC: THE SURVIVAL OF ISLAMIC MASS MEDIA DURING THE COVID-19 PANDEMIC
Tito Edy Priandono, Alwan Husni Ramdani, Regine Deanaendra, Hannie Mauliyandinie Pasrah, Arin Nurul Annisa and Gloria Elisha Kisyanto	Universitas Pendidikan Indonesia	STIGMA ON COVID-19 SURVIVORS: A CASE STUDY ON THE OTHER SIDE OF THE PANDEMIC IN INDONESIA
Yangrui Su	Universiti Kebangsaan Malaysia	THE IMPACT OF COVID-19 ON THE GLOBALIZATION STRATEGIES OF CHINESE COMMERCIAL BLOCKBUSTERS

### Session B3

**Theme: Media and film movement**

**Chairperson:**

Presenter	Univ.	Title
Badrul Redzuan Abu Hassan	Universiti Kebangsaan Malaysia	IDENTITI GERAKAN KOMUNITI FILEM MALAYSIA: SEBUAH NOTA AWAL PENYELIDIKAN
Hani Salwah Yaakup, Badrul Redzuan Abu Hassan, Azrul Abdul Kadir and Roslina Abdul Latif	Universiti Putra Malaysia Universiti Kebangsaan Malaysia	GERAKAN KOMUNITI FILEM MALAYSIA : SEJARAH DAN SUMBANGANNYA
Lalu Hendri Bagus Setiawan and Hasrul Hashim	Universiti Kebangsaan Malaysia	KEBERKESANAN INTERAKSI SOSIAL KANDUNGAN KREATIF MEDIA SOSIAL INSTAGRAM TERHADAP PROGRAM BIASISWA NTB
Rizki Ramadhani Nasution and Hendra Harahap	University of Sumatra Utara	THE COMPLEXITY OF COMMUNICATION AND MEDIATION PRACTICES IN INDONESIA STUDENT MOVEMENT #GEJAYAN MEMANGGIL
Zhonghua Yin	Universiti Kebangsaan Malaysia	MEDIA CONVERGENCE: THE FUTURE TREND OF COUNTY CONVERGENT MEDIA CENTER IN ZHEJIANG PROVINCE OF CHINA

### Session B4

**Theme: Communication Strategy**

**Chairperson:**

Presenter	Univ.	Title
Ali Nurdin and Mokhamad Syaifudin	UIN Sunan Ampel Surabaya	COMMUNICATION STRATEGY FOR HEALTH WORKERS IN HOSPITALS IN SERVING PATIENTS DURING THE COVID-19 PANDEMIC IN INDONESIA

Halina Sendera Mohd Yakin, Junaidah Januin, Andreas Totu and Odetta Yahcob	Universiti Malaysia Sabah	THE DEVELOPMENT, ROLES AND CHALLENGES OF INTERNET CENTRES PRE AND DURING THE COVID-19 PANDEMIC ERA: A CASE STUDY IN THE NORTH WEST COAST, SABAH
Nul Widaya Mohamed Nawi, Syed Agil Syekh Alsagoff and Hussein Saadi Mohammed Ali	Universiti Putra Malaysia	THE ROLE OF PUBLIC RELATIONS IN ENHANCING COMMUNITY ORGANIZING CAMPAIGNS KUALA LUMPUR SEA GAMES (KL 2017) MANAGEMENT CASE STUDY
Nur Hafifah Jamalludin, Saodah Wok, Tengku Siti Aisha Tengku Azzman and Nerawi Sedu	International Islamic University Malaysia (IIUM)	IMPACT OF PERCEPTION, ATTITUDE AND BEHAVIOR ON CYBER RESILIENCE TOWARDS ONLINE FRAUD THREATS ONTO IIUM STUDENTS
Nuzatul Shima Sulaiman	Universiti Putra Malaysia	THE EFFECTS OF INTERNAL COMMUNICATION AND ENGAGEMENT ON ORGANIZATIONAL PERFORMANCE IN THE AGE OF PANDEMICS
Mohd Nor Najmi Nuji, Mohd Azul Mohd Salleh dan Mohd Nor Shahizan Ali	Universiti Kebangsaan Malaysia	PERANAN KOMUNIKASI STRATEGIK MELALUI PERHUBUNGAN AWAM DIGITAL DAN TREN PENGGUNAANNYA DI MALAYSIA

### Session B5

**Theme: Organisational Communication 2**

**Chairperson:**

Presenter	Univ.	Title
Ahmad Kamal Ariff Ahmad Amin and Nor Azura Adzharuddin	Universiti Putra Malaysia Universiti Putra Malaysia	DETERMINANTS OF FACEBOOK USAGE AT THE WORKPLACE AMONG THE GOVERNMENT SERVANTS OF PUTRAJAYA
Burhanuddin Jalal	National Defence University of Malaysia	OP BENTENG: KESEDARAN RAKYAT MEMBENTERAS JENAYAH MENERUSI PERANCANGAN MEDIA OLEH NATIONAL TASK FORCE
Jen Sern Tham and Haslinda Alias	UPM-UNICEF C4D Unit, Department Of Communication, Universiti Putra Malaysia	THE EFFECT OF WHATSAPP USE ON JOB PERFORMANCE AMONG GOVERNMENT SERVANTS DURING COVID-19 PANDEMIC: TAKING INTO ACCOUNT MENTAL HEALTH QUALITY
Noorzihidayah Md Noor, Dr. Maizatul Haizan Mahbob and Dr. Wan Idros Wan Sulaiman	Universiti Kebangsaan Malaysia	PENGARUH PENGURUSAN MAKLUMAT DAN E-PEMBELAJARAN TERHADAP KEBERKESANAN PROGRAM LATIHAN DAN PEMBANGUNAN SEKTOR AWAM
Nora Ibrahim and Jessica Ong Hai Liaw	National Defense University Of Malaysia	PERCEPTION AND COMMUNICATION IN COMBATING PANDEMIC COVID 19 AMONG MALAYSIAN ARMY PERSONNEL

Rohainani Ahmad and Mastura Mahamed	Universiti Putra Malaysia	CIVIL SERVANTS' BEHAVIORAL INTENTION TO USE ONLINE VIDEO CONFERENCE APPLICATION WHEN WORKING FROM HOME
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### Session B6

**Theme: Systematic Literature Review 2**

**Chairperson:**

Presenter	Univ.	Title
Aida Mokhtar and Dewi Amira Dania Radin Ariff Taquiddin	IIUM	SYSTEMATIC LITERATURE REVIEW OF STUDIES ON COMMUNICATION AND COVID-19: AN AGENDA SETTING THEORY PERSPECTIVE
Fazurah Mustaffa, Maizatul Haizan Mahbob and Wan Amizah Wan Mahmud	Universiti Kebangsaan Malaysia	SOROTAN LITERATUR BERSISTEMATIK: KEPIMPINAN TRANSFORMASIONAL DALAM ORGANISASI AWAM DI MALAYSIA
Kuan Duan, Nurul Ain Mohd Hasan, Julia Wirza Mohd Zawawi and Zulhamri Abdullah	Universiti Putra Malaysia	A QUALITATIVE THEMATIC ANALYSIS OF MALAYSIANS AND IMMIGRANTS' SENTIMENTS TOWARDS CHINA DURING COVID-19 PANDEMIC CONTEXT
Zulimran Ahmad, Mohd Azul Mohamad Salleh and Normah Mustaffa	Universiti Kebangsaan Malaysia	NEW LEVEL UNLOCKED! CURRENT PROBLEMATIC GAMING PREVENTIVE MEASURES AND FUTURE APPROACH IN ASIA: A SYSTEMATIC REVIEW.

### Session B7

**Theme: Media and Journalists**

**Chairperson:**

Presenter	Univ.	Title
Darajat Wibawa	Universitas Islam Negeri Sunan Gunung Djati Bandung	INDONESIA MAINSTREAM JOURNALIST IN DIGITAL ERA
Erwin Kartinawati and Andrik Purwasito	Universitas Sahid Surakarta Universitas Sebelas Maret	CHANGES IN JOURNALIST WORK PATTERNS AND MEDIA CHALLENGES IN THE NEW NORM (CASE IN SURAKARTA CITY, INDONESIA)
Lestari Nurhajati, Rajab Ritonga and Artini Suparmo	LSPR Communication and Business Institute	INDONESIAN JOURNALISTS, EDUCATED BUT NOT PROSPEROUS
Mohamed Shafizan and Syed Arabi Syed Abdullah Idid	International Islamic University Malaysia	THE MALAYSIAN NEWSPAPER'S COVERAGE OF COVID-19 AND THE MOVEMENT CONTROL ORDER: A NEXUS BETWEEN SOCIAL RESPONSIBILITY AND EDITORIAL IDEOLOGY

Nur Haniz Mohd Nor	Taylors University	CHALLENGES OF MALAYSIAN JOURNALISTS: REPORTING NEWS AND DEALING WITH COVID 19 MISINFORMATION.
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<b>Session B8</b>
<b>Theme: Media and culture</b>
<b>Chairperson:</b>

Presenter	Univ.	Title
Dwika Muzakky Anan Taturia	University of Indonesia	BULLYING REPRESENTATION TOWARDS SCHOOL-AGED CHILDREN WITH DISABILITIES IN MY BUDDY'S BISKUAT ADVERTISEMENT: A SEMIOTIC STUDY OF ROLAND BARTHES
Jamaluddin Aziz	Universiti Kebangsaan Malaysia	CINEMA AND ITS ZEITGEIST: THE LOCKDOWN NARRATIVES AND THEMES OF SOME SELECTED COVID-ERA FILMS
Norhuda Salleh and Asmiaty Amat	Universiti Malaysia Sabah	PROXEMICS CONCEPT ANALYSIS IN MARRIAGE CUSTOMS OF THE TIDONG, PULAU SEBATIK, TAWAU SABAH
Vijaya S. Sangaran Kutty	Sunway University	THE ETHICS OF RESEARCHING VULNERABLE PEOPLE ON SOCIAL MEDIA: EXPLORING THE IDENTITY OF MALAYSIAN INDIAN TRANSGENDER PEOPLE ON FACEBOOK

<b>Session B9</b>
<b>Theme: Advertising issues 2</b>
<b>Chairperson:</b>

Presenter	Univ.	Title
Gayatri Atmadi	University of Al Azhar Indonesia	BRAND ADVENTURE INDONESIA ON INSTAGRAM : AN ANALYSING OF PROMOTING INDONESIAN PRODUCTS
Haryati Hashim and Nur Azura Adzharuddin	Inti International University	IMMERSIVE VISUAL ELEMENTS AND IMMERSIVE EXPERIENCE IN FOOD ADVERTISING ON INSTAGRAM AMONG MALAYSIAN CENTENNIALS
Laraiba Abdul Rahman and Aida Mokhtar	International Islamic University Malaysia	PERCEPTION OF MALAYSIAN YOUTHS ON THE ROLE OF WOMEN IN ADVERTISEMENTS: THE GOFFMAN PERSPECTIVE
Mila Armelia Subagyo and Aida Mokhtar	International Islamic University Malaysia	THE EFFECTS OF INSTAGRAM BEAUTY ADVERTISEMENTS ON FEMALE UNIVERSITY STUDENTS IN MALAYSIA: A LAVIDGE AND STEINER'S HIERARCHY MODEL OF EFFECTS AND ISLAMIC PERSPECTIVE
Nurul Huda Mohamad Noor, Saodah Wok and Nur Shakira Mohd Nasir	International Islamic University Malaysia	FACTORS INFLUENCING ADOPTION OF ONLINE BANKING AMONG MALAYSIAN YOUTH

**Session B10****Theme: Media impact****Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Dongke Pan and Shahrul Nazmi Sannusi	Universiti Kebangsaan Malaysia	SOCIAL MEDIA USERS IN OUTBURST DISASTER AREA : A CASE STUDY OF HENAN FLOOD IN 2021
G Manickam Govindaraju and Rajantheran Muniandy	Taylor's University Lakeside Campus	SYNTHESIZING MEDIATIZATION THROUGH BIBLIOMETRIC ANALYSIS
Nan Zakiah Megat Ibrahim and Che Su Mustaffa	Kolej University Poly Tech MARA Kuala Lumpur, Universiti Utara Malaysia	THE ROLES OF SOCIAL MEDIA IN PREVENTING PANDEMIC
Rehema Kilagwa, Saodah Wok and Zeti Ahmad	International Islamic University Malaysia	THE MEDIATING EFFECT OF ATTITUDE ON FACTORS INFLUENCING PARTICIPATION IN DOMESTIC SOLID WASTE MANAGEMENT (DSWM) AMONG RADIO LISTENERS IN DAR ES SALAAM, TANZANIA
Rosidayu Sabran	universiti sains islam malaysia	HANDLING MEDIA PRODUCTION IN TIMES OF CRISIS

**Session B11****Theme: Media and Youth 2****Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Adlene Aris, Sophia Aunul, Novi Erlita and Dicky Andika	Universiti Kebangsaan Malaysia	TEENS TALK ABOUT TEEN TROUBLES: SKY CASTLE AND TEEN DEPRESSION
Dicky Andika and Mohd. Nor Shahizan Ali	Universiti Kebangsaan Malaysia	THE REALITY OF DIGITAL MEDIA LITERATURE ON MARGINAL ADOLESCENT IN WEST JAVA, INDONESIA
Imran Ssemuddu and Saodah Wok	International Islamic University Malaysia	THE INFLUENCE OF TWITTER ON SOCIAL SUPPORT AMONG UNIVERSITY STUDENTS
Mohd. Nor Shahizan Ali*, Loh Yoke Ling, Mohd. Pirdaus Mat Husain, Novi Erlita, Dicky Andika, Yin Zhonghua	Universiti Kebangsaan Malaysia	RESEPSI KOMUNITI BELIA KE ATAS ISU POLITIK DALAM DOKUMENTARI 'KISAH TAUKE MANCIS DAN MINYAK TUMPAH (2010)'
Nur Kholisoh and Inge Hutagalung	Universitas Mercu Buana	THE ROLE OF MESSAGE ON TWITTER AND INTERPERSONAL COMMUNICATION IN CHANGING THE ATTITUDES OF TEENAGERS DURING THE COVID-19 PANDEMIC

**Session B12****Theme: Media content****Chairperson:**

<b>Presenter</b>	<b>Univ.</b>	<b>Title</b>
Hasrul Hashim and Mohd Azul Mohamad Salleh	Universiti Kebangsaan Malaysia	ANALISIS STRATEGI KOMUNIKASI PENERBITAN PESANAN KHIDMAT AWAM (PKA) PANDEMIK COVID19
Mohamad Irfan Shahrudin and Azlina Kamaruddin	Universiti Utara Malaysia	ANALISIS VIDEO PENDEK PENYALAHGUNAAN DADAH TERHADAP FUNGSI KOMUNIKASI
Mohd Pirdaus Mat Husain and Mohd Nor Shahizan Ali	Universiti Kebangsaan Malaysia	EXPLORING THE ROLE OF PHOTOGRAPHY IN ENHANCING PUBLIC AWARENESS ON ENVIRONMENTAL ISSUES.
Raihana Mohamed and Siti Ezaleila Mustafa	University of Malaya	VISUAL COMMUNICATION ON CHILDREN WORDLESS PICTURE BOOK: A STUDY ON PROFESSIONAL CROCODILE
Suhaila Ahmad Zaki, Nor Azlili Hassan and Abdul Malik Ahmad	Universiti Tunku Abdul Rahman (UTAR)	INTERPRETATION OF MALAYSIAN CULTURAL HERITAGE IN PHOTOGRAPHY