

CORENA 2022

Communication Research Seminar

20-21 December 2022

Programme and Abstract Book

POSITIONING MEDIA AND COMMUNICATION

UNIVERSITY PARTNERS

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General Information

Assalamualaikum Wrt. Wbt.,

Welcome

It is our pleasure to invite you to the 4th Communication Research Seminar 2022 (CORENA22), which is taking place on December 20th to 21st, 2022.

Organizer:

Communication and Research Centre (COMET),
Department of Communication,
AbdulHamid AbuSulayman
Kulliyah of Islamic Revealed Knowledge and Human Sciences,
International Islamic University Malaysia.

The seminar is jointly organized by:

University of Technology, Sydney
Prince of Songkhla University International College
Universitas Islam Riau (UIR)

Conference Theme:

Positioning Media and Communication

Conference Link:

<https://iium.zoom.us/j/95201872657?pwd=dk51NnNYRjNXU1lOcXh1ZTNQNDF4QT09>

Contact:

comet@iium.edu.my

+6012 2735627 (WhatsApp)

Introduction to COMET

Communication and Media Centre (COMET) under the AbdulHamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences (AHAS KIRKHS) was established in March 2015. This centre is dedicated to the field of media and communication studies to produce scholarly and practice-oriented research addressing both academic and societal needs. COMET's objectives include:

- To develop a strong research position in media and communication studies and in related disciplines.
- To create a platform for an international network of acclaimed researchers and academic institutions.
- To disseminate and make known the research results obtained by the members of COMET.
- To offer innovative courses and support programs.
- To organize international conferences, seminars, and workshops.
- To publish and produce scholarly materials in print and digital format.

Foreword by Advisor



PROFESSOR DATO' SRI DR. SYED ARABI BIN SYED ABDULLAH IDID
Advisor,
Communication Research Centre (COMET)

I congratulate the Department of Communication, AbdulHamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences, for its ability to organise CORENA 2022. This Seminar is a very significant event for the Department of Communication. The Seminar is to enable lecturers and students to present their latest findings relating to communication. It is hard work for the Committee Members, but as the saying goes, “Many hands make light work.” The coming conference will likely see papers relating to Health, the Economy, and Information Technology, as these areas have a substantial effect on research and teaching communication. It will showcase to the community how sensitive, active, and fruitful scholars have been in studying current issues and trying their best to help society face everyday challenges. Other concerns, such as elections, campaigns, politics and education, will also be raised by participants for further discussion, thus boosting academic interest in this gathering. Communication schools have also tried their best to provide opinions to solve issues of concern to society. But as often is the case, other pressing problems will emerge once specific matters are solved, causing other scholars to find better solutions.

Organising any seminar requires teamwork, demanding team members to take on specific duties to ease the burden if only one person undertakes it. This Committee has demonstrated that cooperation prevails, instilling in the Department that individualism must give way to group efforts. I congratulate the Organising Committee for the time and effort spent making this event a success.

I wish you all the best in making this forum a success.

Foreword by Dean



PROFESSOR DR. SHUKRAN ABD. RAHMAN

Dean,

**Abdul Hamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences
International Islamic University Malaysia**

The content and technology of communication are of remarkably essential foci in the increasingly changing social, economic, educational, technological, and ecological aspects.

The right way to communicate and the authentic communication content should be based on the right values, hence substantiate the purposes of human activities, that is to bring about well being to human life. Stated another way, strategic and ethical communication activities are pivotal in the midst of a trust deficit. Communication activities should empower the society to make informed decisions that would in turn improve their well being. The absence of value-based communication may lead people to experience certain type of difficulties and chaotic life events. As such, there are needs for the right communication practices that would enable the society to understand the changes that are taking place, empowering them to encounter the complicated scenarios so that they could remain resilient in their life endeavour.

I would like to congratulate the Department of Communication, AHAS KIRKHS for organising CORENA 2022, perpetuating its annual academic event which started in 2019. I also thank all the co-organisers and University partners, keynote speakers, paper presenters and participants for making CORENA 2022 a successful one.

I believe the input shared in this academic gathering will pave the way to provide directions in understanding whither the society vis a vis the challenges which are currently being characterised with four descriptors, namely Brittle, Anxious, Nonlinear and Incomprehensible (BANI) human conditions. I trust the communication specialists, including the scholars and practitioners in this gathering, could provide good understanding on the ways people face the world, and in turn help them to prepare for their future.

Thank you.

Foreword by Head of Department



ASSOCIATE PROFESSOR DR. ZETI AZREEN AHMAD

Head Department of Communication

**Abdul Hamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences
International Islamic University Malaysia**

Alhamdulillah, all praise to Allah SWT for His mercy and blessing which enable us to organise the 4th Communication Research Seminar (CORENA 2022) this year. I would like to congratulate my team from the Department of Communication who have been working so hard to realise this annual scholarship advancement programme (SAP). Under the leadership of Dr Helmi Yusoh, the seminar this year collaborates with two partners; Universitas Islam Riau (UIR), Indonesia and Prince of Songkhla University, International College Hatyai Campus, Thailand.

Among others the main purpose of this seminar is to sustain a research culture among scholars and to inspire the young scholars; postgraduates to also present and publish their research work. We are delighted to have a distinguished professor from the University of Technology Sydney; Prof. Dr Maureen Taylor as a keynote speaker for this year. The theme “Positioning Media and Communication” has been chosen as we now living in an unprecedented time dealing with a new set of challenges that we had never experienced before. This requires a major shift and reposition of Communication and Media studies to remain relevant. To complement the scholars’ narrative, we are very honoured to have renown personalities from the industry to participate in a forum entitled ‘the Future of Communication and Media Studies: the Industry’s Expectations. The forum panelists include are Mr Kenny Ong Chun Eng, Chief Executive Officer of Astro Radio and Ms. Mediha Mahmood, Executive Director of Communication and Multimedia Content Forum Malaysia. The forum aims to provide insight from key players in the industry about how communication and media practitioners’ roles could be best positioned to support the current demand and challenges at work.

I wish each and every one of you an engaging and productive session in CORENA 2022.

Thank you.

Seminar Program Summary

TIME	PROGRAM	
DAY 1 (TUESDAY, 20 DECEMBER 2022)		
8.30 AM	Participant Registration	
9.00 AM	Doa recitation Welcoming Remarks by Head of Department, Associate Professor Dr. Zeti Azreen Ahmad	
9.20 AM	Opening Remarks by Dean AHAS KIRKHS, Professor Dr. Shukran Abd. Rahman	
9.40 AM	Keynote speech "Positioning Media and Communication" by Professor Maureen Taylor, University of Technology Sydney	
10.00 AM	Plenary session- "The Future of Communication and Media Studies: The Industry's Expectations"	
11.35 AM	PARALLEL SESSION 1	
	Session 1 (A)	Session 1 (B)
	Communication and Religion	Media Ethics and Digital Literacy
1.00 PM	END OF DAY 1	
DAY 2 (WEDNESDAY, 21 DECEMBER 2022)		
9.00 AM	PARALLEL SESSION 2	
	Session 2 (A)	Session 2 (B)
	Media and Communication in Asia	Communication and Well-being
10.35 AM	PARALLEL SESSION 3	
	Session 3 (A)	Session 3 (B)
	Political Communication	Organizational & Developmental Communication
12.15 PM	Closing Remarks	
END OF CORENA 2022		

Conference Link

CONFERENCE LINK (FOR ALL SESSIONS)

<https://iium.zoom.us/j/95201872657?pwd=dk51NnNYRjNXU1lOcXh1ZTNQNDk4QT09>

Plenary Session

The Future of Communication and Media Studies: The Industry's Expectations

MODERATOR



DR. NORBAIDURI RUSLAN
Department of Communication,
AbdulHamid AbuSulayman
Kulliyyah of Islamic Revealed Knowledge and Human
Sciences, International Islamic University Malaysia

SPEAKERS



KENNY ONG CHUN ENG
Chief Executive Officer,
ASTRO Radio



MEDIHA MAHMOOD,
Executive Director,
Communications and Multimedia Content Forum,
CMCF, Malaysia

List of Presentations

20th December 2022	
Sub-theme: Parallel Session 1 (A): Communication and Religion Time: 11.30 AM to 1.00 PM Moderator: Dr. Wan Norshira Wan Mohd Ghazali	
No.	Paper Title and Presenter
1.	A meta-analysis of studies on mosque goer's perception and religious engagement of the selected mosques in Gombak <i>Rizalawati Ismail</i>
2.	Representations of Muslim women in email: A thematic analysis of the love letter <i>Intan Zahrah Mat Hussain & Mohd Helmi Yusoh</i>
3.	Influence of celebrity Muslim dai'e (preachers) on beliefs in Islamic da'wah contents among social media users in Malaysia <i>Aini Maznina A. Manaf, Tengku Siti Aisha Tengku Mohd Azzman & Nurfarhanis Fadzil</i>
4.	Understanding freedom: A Muslim perspective <i>Nerawi Sedu</i>
5.	Islamic views on vaccination: A systematic literature review <i>Wan Norshira Wan Mohd Ghazali, Ainul Syahidah Shaari, Ahmad Muhammad Husaini, Mohd Helmi Yusoh & Nur Shakira Mohd Nasir</i>

20th December 2022	
Sub-theme: Parallel Session 1 (B): Media Ethics and Digital Literacy Time: 11.30 AM to 1.00 PM Moderator: AP Dr. Shafizan Mohamed	
No.	Paper Title and Presenter
1.	Communicating online scams through infographic: Does it work? <i>Zeti Azreen Ahmad, Nur Nadia Abd Mubin & Akmal Arzeman</i>
2.	Malaysian Parents' Perception of their Children's Media Usage: Digital Parenting Style, Risks Perception, and Benefits Perception <i>Hasnah Abd Kadir, Shafizan Mohamed, Wan Norshira Wan Ghazali, Nur Shakira Mohd Nasir & Saodah Wok</i>
3.	Perception on the effectiveness of digital media literacy courses among Jordanian school students <i>Mohamad Ahmad Abdallah Abu Halka</i>
4.	Public perception on government's effort in raising awareness on cybercrimes in Malaysia <i>Zeti Azreen Ahmad & Mazni Buyong</i>
5.	Parenting digital skills: A demographic analysis among Malaysian parents <i>Nur Shakira Mohd Nasir, Shafizan Mohamed, Wan Norshira Wan Mohd Ghazali & Saodah Wok</i>

21st December 2022	
Sub-theme: Parallel Session 2 (A): Media and Communication in Asia Time: 9.00 AM to 10.30 AM Moderator: Dr. Norbaiduri Ruslan	
No.	Paper Title and Presenter
1.	Communication strategy of information management in the era of information and communication technology revolution <i>Fitri Hardiyanti</i>
2.	Strategi komunikasi @ fikomuir.official berpromosi di Instagram Nazatul Shadilla, Happy Wulandari & Cutra Aslinda
3.	The denotation and connotation of creative elements in social media advertisements: A semiotics perspective <i>Inah & Aida Mokhtar</i>
4.	The factors influencing the content of Facebook marketing communication in the gig market: A content analysis <i>Nur Adawiyah binti Roslan & Aida Mokhtar</i>
5.	Rejuvenating the image of Islam from the lens of Qatar World Cup 2022 <i>Norbaiduri Ruslan</i>

21st December 2022	
Sub-theme: Parallel Session 2 (B): Communication and Well-being Time: 9.00 AM to 10.30 AM Moderator: Dr. Nerawi Sedu	
No.	Paper Title and Presenter
1.	Netflix binge-watching behaviours, parasocial interaction and loneliness among Malaysian university students during the COVID-19 pandemic <i>Tengku Siti Aisha Tengku Mohd Azzman & Aini Maznina A. Manaf</i>
2.	Communication-related factors contributing to the decline in immunisation rates in Malaysia: A medical practitioner's perspective <i>Mohd Helmi Yusoh, Wan Norshira Wan Ghazali & Kamaruzzaman Abd Manan</i>
3.	Similar but not alike: The framing of COVID-19 in Indonesian and Malaysian papers <i>Haekal Adha al-Ghiffari & Shafizan Mohamed</i>
4.	The framing of vaccination in The Star and Harian Metro online <i>Md. Saifullah & Wan Norshira Wan Mohd Ghazali</i>
5.	The objectivity of Al-Jazeera and BBC media coverage of women and children during the Israel and Palestinian Conflict in May 2021

	Yahya al Banna & Norbaiduri Ruslan
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21st December 2022	
Sub-theme: Parallel Session 3 (A): Political Communication Time: 10.35 AM to 12.10 PM Moderator: AP Dr. Aida Mokhtar	
No.	Paper Title and Presenter
1.	Media use and optimism among Malaysia's aging citizens: A prospect for future politics <i>Shafizan Mohamed & Syed Arabi Idid</i>
2.	A content analysis of how Indonesia's 2024 presidential candidate uses Instagram (A study of Presidential candidates based on Indonesia's Survey Institute 2031) <i>Muhd Ar Imam Riauan, Idawati & Tengku Siti Aisha Tengku Mohd Azzman</i>
3.	Research on social media use and political participation behavior of Chinese college students <i>Chen Xue Mei</i>
4.	The political marketing of Muda during the Johor State Election 2022 <i>Mohd Amirul Amran & Aida Mokhtar</i>

21st December 2022	
Sub-theme: Parallel Session 3 (B): Organizational & Developmental Communication Time: 10.35 – 12.10 PM Moderator: AP Dr. Aini Maznina A. Manaf	
No.	Paper Title and Presenter
1.	The prestige of occupations in communication <i>Syed Arabi Idid</i>
2.	Public administration in the COVID-19 era: The deconstruction of the Malaysian public's common sense <i>Zahid Zamri</i>
3.	Reinventing government as a step to optimize government communication services to the public <i>Ivan Taufiq</i>
4.	Middle managers' stories during organisational change <i>Noor Khairin Nawwarah Khalid, Aini Maznina A. Manaf & Rizalawati Ismail</i>
5.	Impediments to the practice and application of development communication in Northern Ghana <i>Abdul Aziz-Salifu & Zeti Azreen Ahmad</i>

List of Abstracts

CORENA 001:

IMPEDIMENTS TO THE PRACTICE AND APPLICATION OF DEVELOPMENT COMMUNICATION IN NORTHERN GHANA

Abdul-Aziz Salifu
Zeti Azreen Ahmad

International Islamic University Malaysia

This article explores the impediments to the practice and application of development communication, otherwise known as communication for development (C4D) in Northern Ghana using the case of the one village-one dam (1V1D) project, a flagship programme of the current government of Ghana. Despite the enviable niche development communication has chalked up in addressing the cultural realities of developing countries and achieving sustainable development through two-way communication and effective dialogue, its efficacy is compromised without addressing the real impediments to the practice and application of development communication. Using qualitative research design, the researchers relied mainly on secondary data (three audiovisual documents covering the three main northern regions of Ghana) and primary data (interviews conducted in Dungu, a community in the Northern Region) to uncover the real impediments to the practice and application of development communication, as well as suggest ways to address them. Subjecting the data collected to thematic analysis, the researchers found that beyond the core issue of one-way communication and exclusion of target beneficiaries in developments initiatives, the real impediments to the practice and application of development communication are corruption, politicisation of development projects, disregard for local knowledge and culture, as well as poverty and ignorance. From the findings of this study, the researchers concluded that development communication cannot reach its full potential without overcoming the impediments to the practice and application of development communication.

CORENA 002:

THE FACTORS INFLUENCING THE CONTENT OF FACEBOOK MARKETING COMMUNICATION IN THE GIG MARKET: A CONTENT ANALYSIS

**Nur Adawiyah binti Roslan
Aida Mokhtar**

International Islamic University Malaysia

This article explores the impediments to the practice and application of development communication, otherwise known as communication for development (C4D) in Northern Ghana using the case of the one village-one dam (1V1D) project, a flagship programme of the current government of Ghana. Despite the enviable niche development communication has chalked up in addressing the cultural realities of developing countries and achieving sustainable development through two-way communication and effective dialogue, its efficacy is compromised without addressing the real impediments to the practice and application of development communication. Using qualitative research design, the researchers relied mainly on secondary data (three audiovisual documents covering the three main northern regions of Ghana) and primary data (interviews conducted in Dungen, a community in the Northern Region) to uncover the real impediments to the practice and application of development communication, as well as suggest ways to address them. Subjecting the data collected to thematic analysis, the researchers found that beyond the core issue of one-way communication and exclusion of target beneficiaries in development initiatives, the real impediments to the practice and application of development communication are corruption, politicisation of development projects, disregard for local knowledge and culture, as well as poverty and ignorance. From the findings of this study, the researchers concluded that development communication cannot reach its full potential without overcoming the impediments to the practice and application of development communication.

CORENA 003:

INFLUENCE OF CELEBRITY MUSLIM DA'IE (PREACHERS) ON BELIEFS IN ISLAMIC DA'WAH CONTENTS AMONG SOCIAL MEDIA USERS IN MALAYSIA

Aini Maznina A.Manaf
Tengku Siti Aisha Tengku Mohd Azzman Shariffadeen
Nurfarhanis Fadzil

International Islamic University Malaysia

With the rapid development and advancement of mobile technology and social media, celebrity Muslim da'ie (preachers) in social media is on the rise. Communicating religious or da'wah messages is no longer limited to the preaching at the mosque, religious institutions or through traditional media only, but also extended to the use of social media. The awakening of celebrity Muslim preachers have influenced the social media users, who are mainly dominated by the youth, on their understanding of religious issues. The credibility and attractiveness of the celebrity da'ie and their persuasive messages influence their followers' perception of religious issues. Although a lot of previous studies examined credibility and persuasiveness of messages posted by social media influencers, research focuses on celebrity Muslim da'ie is scarce. Therefore, this study is aimed to examine attractiveness, trustworthiness and credibility of Muslim celebrity da'ie on social media and social media users' belief in da'wah messages posted by these celebrity Muslim preachers. Using Elaboration Likelihood Model as a framework of this study, a cross-sectional survey was conducted with 400 respondents who follow Muslim celebrity da'ie on Instagram, YouTube, Twitter or Facebook. Descriptive and inferential analysis will be utilised to analyse the data. The practical and theoretical implications of the study will be discussed. Findings of this study will enrich the literature on da'wah in social media.

CORENA 004:

THE POLITICAL MARKETING COMMUNICATION OF MUDA DURING THE JOHOR STATE ELECTION 2022

**Mohd Amirul Amran Bin Mohd Adnan
Aida Mokhtar**

International Islamic University Malaysia

The role of the media as the Fourth Estate underscores its importance in the political process through its ability to frame selected issues and influence public opinion. The purpose of the study was to investigate political marketing communication messages on the official Facebook page of a new political party for youths in Malaysia known as the Malaysian United Democratic Alliance (MUDA) that was registered on 23 December 2021 and led by its President, Syed Saddiq. The focus of the study was the campaign postings on MUDA's official Facebook page during the Johor state election in 2022. The postings on Facebook were chosen for the study because of the social media platform's popularity in Malaysia compared to other platforms. The state election that took place in March 2022 came about due to the unstable Johorean government at the time as a result of the unsuccessful combination and representation of different political parties. MUDA had an informal alliance with Pakatan Harapan and was one of the parties that performed impressively during the Johor state election. There has been the absence of a similar study combining the elements of the agenda-setting theory, Facebook, a state election, and MUDA in Malaysia making this an important study. The agenda-setting theory refers to the process of how the news media portrays to the public about selected issues by giving them more salience over another so as to influence public opinion. The theory has oft been used to examine news stories in newspapers but for this study it was applied to Facebook postings. A qualitative content analysis research design was used to identify the frames used by MUDA in the political marketing communication messages of its campaign during the state election. Fifteen of the postings by MUDA within the campaign period were analysed. The results depicted that MUDA used different frame labels to portray and address the issues that had been happening in Malaysia, especially in Johor. The findings also suggest that the context of the issues addressed were associated with how the public perceived the issue. Additionally, the sentiment (negative and positive attitudes) of the issue being addressed also influenced public perception, and thus, moved the public to view the issues negatively or positively. Finally, it could be said that the agenda setting theory is applicable to social media research other than traditional media research.

CORENA 005:

RESEARCH ON SOCIAL MEDIA USE AND POLITICAL PARTICIPATION BEHAVIOUR OF CHINESE COLLEGE STUDENTS

Chen Xue Mei

Universiti Putra Malaysia

Political participation among Chinese college students is very low for both subjective and objective reasons. However, the emergence and prosperity of social media has changed the form of political participation around the world and has also had a huge impact on political participation in China. The main purpose of this study is to explore the relationship between social media use and political participation behaviour among Chinese college students. This study can provide the government with ground-truth information so that they can better understand what factors influence college students' political engagement intentions and make more targeted political engagement reforms. Currently, most of the research on political participation is in the context of Western politics, and there has been little systematic and in-depth research on political participation among Chinese college students. This research will adopt the quantitative research method, based on the situational theory of problem solving (STOPS) and technology acceptance model (TAM), to design a questionnaire for random samples of college students from ten universities in Shijiazhuang, Hebei Province, China. Through empirical research methods, we can systematically explore the impact of the use of social media on political participation of Chinese college students and explore the theory of political communication appropriate to China's national conditions, so as to better guide the positive impact of social media on political participation of Chinese college students.

CORENA 006:

COMMUNICATION STRATEGY OF INFORMATION MANAGEMENT IN THE ERA OF INFORMATION AND COMMUNICATION TECHNOLOGY REVOLUTION

Fitri Hardianti

Universitas Islam Riau

Political participation among Chinese college students is very low for both subjective and objective reasons. However, the emergence and prosperity of social media has changed the form of political participation around the world and has also had a huge impact on political participation in China. The main purpose of this study is to explore the relationship between social media use and political participation behaviour among Chinese college students. This study can provide the government with ground-truth information so that they can better understand what factors influence college students' political engagement intentions and make more targeted political engagement reforms. Currently, most of the research on political participation is in the context of Western politics, and there has been little systematic and in-depth research on political participation among Chinese college students. This research will adopt the quantitative research method, based on the situational theory of problem solving (STOPS) and technology acceptance model (TAM), to design a questionnaire for random samples of college students from ten universities in Shijiazhuang, Hebei Province, China. Through empirical research methods, we can systematically explore the impact of the use of social media on political participation of Chinese college students, and explore the theory of political communication appropriate to China's national conditions, so as to better guide the positive impact of social media on political participation of Chinese college students.

CORENA 007:

SIMILAR BUT NOT ALIKE: THE FRAMING OF COVID-19 IN INDONESIAN AND MALAYSIAN NEWSPAPERS

**Haekal Adha Al Giffari
Shafizan Mohamed**

International Islamic University Malaysia

The COVID-19 pandemic has certainly caused havoc all over the world. Governments, healthcare personnel, and the general public are all struggling to survive the health crisis. In such calamity, the media plays an important role as it is able to impact public attitude and response towards the pandemic. Malaysia and Indonesia are two neighbouring countries that are equally affected by the pandemic. These countries share the same language and geographic location, but they have distinct populations, government systems, and ethnic identities. This study compares the news framing of Covid-19 in Malaysian and Indonesian newspapers to understand how socio-political and cultural similarities and differences affect how the health crisis is framed and presented. The Star (Malaysia) and Detik (Indonesia) were chosen to be studied in this paper, with a total of 369 news pieces obtained between 60 days after the first local COVID-19 case was discovered in the respective country. The findings suggest that the framing of Malaysian online newspapers was action-oriented, whereas the framing of Indonesian online newspapers was uncertainty-oriented. In addition, Malaysian and Indonesian internet newspapers were quick to report on the Covid-19 news. Both cited the government as their primary source and addressed risk bearers as their primary focus. This shows that despite their geographical proximities, the two countries had distinct ways of covering the pandemic.

CORENA 008:

PERCEPTION ON THE EFFECTIVENESS OF DIGITAL MEDIA LITERACY COURSES AMONG JORDANIAN

**Mohamad Ahmad Abdallah Abu Halka
Shafizan Mohamed**

International Islamic University Malaysia

The COVID-19 pandemic has certainly caused havoc all over the world. Governments, healthcare personnel, and the general public are all struggling to survive the health crisis. In such calamity, the media plays an important role as it is able to impact public attitude and response towards the pandemic. Malaysia and Indonesia are two neighbouring countries that are equally affected by the pandemic. These countries share the same language and geographic location, but they have distinct populations, government systems, and ethnic identities. This study compares the news framing of Covid-19 in Malaysian and Indonesian newspapers to understand how socio-political and cultural similarities and differences affect how the health crisis is framed and presented. The Star (Malaysia) and Detik (Indonesia) were chosen to be studied in this paper, with a total of 369 news pieces obtained between 60 days after the first local COVID-19 case was discovered in the respective country. The findings suggest that the framing of Malaysian online newspapers was action-oriented, whereas the framing of Indonesian online newspapers was uncertainty-oriented. In addition, Malaysian and Indonesian internet newspapers were quick to report on the Covid-19 news. Both cited the government as their primary source and addressed risk bearers as their primary focus. This shows that despite their geographical proximities, the two countries had distinct ways of covering the pandemic.

CORENA 009:

MALAYSIAN PARENTS' PERCEPTION OF THEIR CHILDREN'S MEDIA USAGE: DIGITAL PARENTING STYLE, RISKS PERCEPTION, AND BENEFITS PERCEPTION

**Hasnah Binti Ab Kadir
Shafizan Mohamed
Nur Shakira Mohd Nasir
Wan Norshira Wan Ghazali
Saodah Wok**

International Islamic University Malaysia

Children are the millennial generation that are assumed to be digital by default. Many parents are unaware and unable to determine the best way to expose their children on digital contents using the digital technology. The digital parenting styles allow the parents to discuss, engage, teach and support their children in digital media usage. However, the digital media usage has its risks and benefits. Therefore, this study is interested to measure the digital parenting styles on the perceived risks and benefits among Malaysian parents. The objectives of the study are (1) to measure the level of digital parenting styles, risks perception, and benefits perception; and (2) to analyse the correlation between digital parenting styles on risks and benefits perception. This study uses a quantitative research design with survey method. A self-administered questionnaire was distributed across Malaysia and 654 respondents participated in the study. Both descriptive and inferential statistics are used to analyse the data using SPSS. The findings show that the levels of digital parenting styles, risks perception and benefits perception are high and all the variables are correlated with each other significantly. The study can be concluded that the digital parenting styles perceived the benefits more than the risks of using the digital media among their children.

CORENA 010:**THE DENOTATION AND CONNOTATION OF CREATIVE ELEMENTS IN SOCIAL MEDIA ADVERTISEMENTS: A SEMIOTIC PERSPECTIVE**

Inah

Aida Mokhtar

International Islamic University Malaysia

Social media advertisements in the current era of Industrial Revolution 5.0 (IR5.0) are prevalent and were the foci of the qualitative study. IR5.0 emphasises on the complementary roles of machinery and humans in advertising and integrated marketing communication (IMC). The COVID-19 pandemic has spurred the digitisation of advertisements, IMC and businesses when the Malaysian population experienced lockdowns. The significance of the study is evident as there appears to be the absence of a similar study amalgamating Barthes' semiotics analysis technique and social media advertisements by key pizza brands in Malaysia marking the research gap. The researchers conducted a semiotic analysis of sixteen Facebook poster advertisements by Pizza Hut and Domino's. Both are the dominant pizza brands in Malaysia. Each advertisement was examined by analysts who were part of the target audience and target market. Facebook was the social media platform where the advertisements were retrieved from because it has a high number of users in Malaysia making it more popular compared to others. For Barthes, each advertisement is a sign, consisting of a signifier and signified. The signifier represents the image or copy in the advertisement and the signified refers to what it stands for. The signifiers were interpreted from the denotative and connotative perspectives providing the analysis more depth. The denotative meanings of symbols refer to their literal meaning, and the connotative meanings refer to the implicit meanings that are generated as a result of one's experience and socialisation process. The findings suggest that there are similarities and differences of the advertisements by each brand. Both pizza brands use sales promotion to create demand for their products and celebrate festivities. The sales promotion strategies adopted underscore the urgency of purchasing within a limited time before the good offers expire and the notion of selling pizzas in high volume. There are key differences found in the message strategies where Pizza Hut prefers to offer a free pizza with each pizza purchase whilst Domino's offers combo packages for parties. The key recommendations made were that the pizza brands should focus more on product differentiation and on producing new flavours of pizza toppings for better novelty.

CORENA 011:

REPRESENTATIONS OF MUSLIM WOMEN IN EMAIL: A THEMATIC ANALYSIS OF THE LOVE LETTER

Intan Zahrah Mat Hussin

Mohd Helmi Yusoh

International Islamic University Malaysia

Representations of women in the media have been a subject of academic debate for decades. The majority of the discourse focuses on the unfavourable portrayals of women. Women are always portrayed as weak, sensitive, and confined to the domestic domain. Muslim women are among those who have long been connected with these media stereotypes. In reality, Islam is a religion that emancipates Muslim women by allowing its adherents the same ability to make life decisions regardless of their gender and enable women to advance in their lives. However, studies on Muslim women's representations in digital media, particularly email, remain scarce. Therefore, the key objective of this study is to comprehend the representations of Muslim women in Love Letter. The Love Letter is an email that Aida Azlin, a Muslim woman, uses to communicate her messages and anecdotes to her subscribers. This study employs a qualitative approach by collecting data according to a thematic analysis framework. In order to collect data for this inquiry, 20 episodes of Aida Azlin's Love Letter were selected using the purposive sampling technique. The data reveal four underlying themes about women's representations; the representation of Muslim women who have the liberty to choose in life, the representation of Muslim women with intellectual capacity, the representation of Muslim women who foster sisterhood bonding rather than individualism, and the representation of Muslim women that promotes well-being in life. These findings suggest that Love Letter portrays Muslim women in a different light from the negative, stereotyped media representations of women and that it may be one of the platforms that reflects the true image of Islam.

CORENA 012:

REINVENTING GOVERNMENT AS A STEP TO OPTIMIZE GOVERNMENT COMMUNICATION SERVICES TO THE PUBLIC

Ivan Taufiq
Universitas Islam Riau

Today the development of the times is increasingly advanced, 4.0-based technology has become a thing that has become a conversation everywhere. The use of industry 4.0-based technology through social networks or currently known as social media is a must. One of the impacts is the emergence of the use of social media as a way for someone to communicate either individually or in groups. In this case, it is no exception from the government sector which has also begun to use social media to carry out communication activities to the public. Pekanbaru, one of the cities that carries the concept of a smart city, is also one of the cities in Indonesia that already uses technology and social media based on industry 4.0. The implementation and utilization of social media in Pekanbaru city government makes social media the main channel of the government in conveying information. However, in its application, everything does not necessarily go well and correctly. There are differences in understanding, both from employees in the Pekanbaru city government and the community as social media accessors, there needs to be a way out so that optimization is realized through concrete and measurable steps. Today we also know a concept of reinventing government, which is an entrepreneurial-based concept in the application of services. The service in question is how the government through its social media is able to make people not only as people under a government structure, but also as consumers who need the best information and services from the government. This research uses mixed method research. first using the method qualitative through a purposive sampling approach to five social media admins of the Pekanbaru City Government and secondly using the method quantitative with a simple random sampling technique, where a sample of 50 people consisting of 20 teenagers aged 20-23 years, 200 people active social media users in Pekanbaru City. Based on the results of research in the field, it was found that the Pekanbaru city government has utilized technology-based media 4.0, including social media, However, the optimization of social media of the Pekanbaru City Government experienced problems due to problems related to the way employees communicated through interpersonal communication on social media, and indeed did not understand the concept of reinventing government in the activities of using social media carried out by Pekanbaru City Government employees. Then the community or we can call netizens is also the cause of the emergence of gaps or distances where netizens are very hungry for information, but because in social media the Pekanbaru city government is only in the capacity to provide information, sometimes the information is still lacking for the community or netizen.

CORENA 013:

A CONTENT ANALYSIS OF HOW INDONESIA'S 2024 PRESIDENTIAL CANDIDATE USES INSTAGRAM

Muhd Ar. Imam Riauan

Idawati

Universitas Islam Riau

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International Islamic University Malaysia

The development of social media has changed politicians and the public in obtaining political information. Political communicators have understood using Instagram as a medium for political communication. The top three presidential candidates (Prabowo Subianto, Ganjar Pranowo, and Anies Baswedan) based on five survey institutions in Indonesia at the end of 2021 are also active in using Instagram as a medium for political communication. This study aims to analyze how presidential candidates (base on five survey institute) use Instagram as a medium for political communication and how the contents of political communication messages are displayed as videos on their Instagram accounts. The research method used in this research is the method of quantitative content analysis of Instagram posts to understand the Instagram political communication of presidential candidates. The posts are analyzed for description and categorized into categories based on the Codification: Account Information, Quantified Impact, Video Content, and Video Form. The coding category is then adjusted according to the features and information the Instagram platform provides. The findings of this study indicate that the 2021 Survey Institute Version of the Indonesian Presidential Candidates are following current online trends and posting videos on Instagram that include daily activities in carrying out their duties as state officials, Conceptual Ideas of Indonesian Leadership and Development, Support for Religious Organizations, Support for sports activities, support for human rights, and promotion of work outputs. Political Communication is geared towards building relationships to reach out to younger voters.

CORENA 014:

THE FRAMING OF VACCINATION IN THE STAR AND HARIAN METRO ONLINE

Mohammad Saifullah
Wan Norshira Wan Mohd Ghazali

International Islamic University Malaysia

The media has been known for its ability to reach a mass audience through their systematic presentation in bringing an issue to the public attention. News media covers an issue from many angles, often uses different framing, deals with diverse sources, and target a different audience to deliver messages. As the spread of vaccine- preventable diseases has recently become an alarming issue around the world, this study was carried out to explore the pattern of coverage on vaccine-related matters. This study analysed the vaccination coverage on two online news media in Malaysia and compared how the Malay and English online news portals frame the issues. A quantitative content analysis was conducted on 188 articles published in The Star and Harian Metro online from January 2019 to March 2020. The study examined the framing exposure and framing portrayal of vaccine-related issues in both news portals and found that official sources were the main actors quoted while the public was the primary target readers. From the five frames investigated, the informative frame was commonly used in the coverage of vaccine-related issues, followed by the policy/action warning, proactive, and commercial frame. Notably, English newspapers were found to report more vaccine-related issues than the Malay language news portal. This finding unearths the media attitudes in Malaysia towards vaccination issues and suggests that more exposure should be given using proactive and warning frames, particularly by the Malay news portal. This study further proposes that a strategic linkage should be developed between health professionals and media institutions to produce more proactive coverage of vaccination that could help raise awareness of the importance of vaccination among the public.

CORENA 015:

STRATEGI KOMUNIKASI @FIKOMUIR.OFFICIALBERPROMOSI DI INSTAGRAM

Nazatul Shadila
Happy Wulandari
Cutra Aslinda

Universitas Islam Riau

Promotional activities of the Faculty of Communication Sciences, Riau Islamic University (FIKOM UIR) through Instagram as an information guard to bridge between Faculty and Student policies and become a means to strengthen information for new students. Therefore the purpose of this research is to determine the level of success of the communication strategy carried out by @fikomuir.official in promoting through social media to increase the dimensions of Empathy, Persuasion, Impact, and Communication (EPIC model). The research method used in this study was a quantitative approach, with the data used coming from an online questionnaire which was distributed to all new FIKOM UIR students Batch 2022 with a sample of 167 people representing all new students. The IC model that influences Instagram social media users to get to know @fikomuir.official more deeply. From the results of this study it was also concluded that the content that is highly liked by Instagram social media users is Komunikama (information about the world of communication), as well as general information about the academic world.

CORENA 016:

MIDDLE MANAGERS' STORIES DURING ORGANISATIONAL CHANGE

Noor Khairin Nawwarah Khalid

Aini Maznina A. Manaf

Rizalawati Ismail

International Islamic University Malaysia

Researchers have increasingly emphasised on the roles of organisational members' emotions on successful change management. However previous studies have rarely considered the focus on middle managers' emotional reflexivity. Therefore, using Communicative Constitution of Organisations the Montreal School (CCO TMS) of Organisational Communication Theory as the underpinning theory, this study was conducted to understand the emotional reflexivity of middle managers in a Malaysian organisation during change. A qualitative methodology using semi-structured in-depth interviews and pictorial vignettes were carried out to obtain the stories of middle managers about their organisation and its livelihoods. Thirty middle managers participated in this study. The analysis of the data generated seven emotional stories which were anxious, fear, anger, grief, hope, happy, and gratitude. The themes built from the respondents' emotional stories reflected the emotional reflexivity of middle managers during change and they are 'intelligence' in nature as they 'speak' with self-awareness, empathy, self-regulation, motivation and appropriate social skills. This research shows the importance of Malaysian organisations to listen to their middle managers' stories because their stories explain how organisational members' acceptance and resistance towards change is depending on their emotions and emotional reflexivity. Besides, this research contributes to the enrichment of the existing body of knowledge in the area of organisational stories, emotional reflexivity and organisational change

CORENA 017:

THE OBJECTIVITY OF AL JAZEERA AND BBC MEDIA COVERAGE OF WOMEN AND CHILDREN DURING THE ISRAELI-PALESTINIAN CONFLICT OF MAY 2021.

**Norbaiduri Ruslan
Yahya Al Banna**

International Islamic University Malaysia

The Israeli-Palestinian conflict is one of the critical issues in the world and receives wide attention from the mass media and the masses locally and globally. The women and children are civilians who have continuously become victims of the Israeli and Palestinian conflicts. Thus, it is essential to study how the media covered them to shed light on the reality of their portrayals in the conflict as they lived and experienced war throughout their lives. One of the fundamental principles of journalism is to aim for objectivity when reporting on events. As a result, journalists must make it a top priority. When it comes to reporting the news, journalists must be objective and fair, which requires the presentation of the event in news reports. This conceptual paper addresses the gap, which is represented by a disparity in news coverage in international media outlets when it comes to reporting on children and women. Furthermore, only a handful of studies have investigated this civilian group. Hence, this paper aims to fill the gap by examining the practice of objective reporting and the differences between Al Jazeera and the BBC in their news content about children and women in the Israeli-Palestinian conflict in May 2021. News reports and images will be collected through each of the two news networks' websites and analysed using a quantitative content analysis method. The paper uses agenda-setting theory and framing at the second level to determine the extent to which women and children are covered. Additionally, the paper attempts to test two new news frames (women's rights frame and child rights frame) for bias to identify the dominant news frames and news sources in the coverage of the two international networks, allowing for the determination of their objectivity.

CORENA 019:

THE PRESTIGE OF OCCUPATIONS IN COMMUNICATION

Syed Arabi Idid

International Islamic University Malaysia

Scholars study occupations for various reasons, one among them is to know their standing in society. This study focuses on studying the prestige of 14 occupations in Malaysia to understand their esteemed position in the country, especially those related to communication. The sociology of professions emphasises distinction by focusing on occupations' contributions to society. Works are valued differently in countries because of the role they play. Generally, occupations classified as professions command a higher level of prestige and respect than newer occupations, as the idea of professionalism emphasises performance, dedication, and service to society. Society respects occupations that require strict entry requirements and adherence to specific codes of practice. Many countries conduct studies periodically on the prestige and respect of the various occupations. Gallup's annual rating of the honesty and ethics of multiple professions finds five of the 22 occupations in 2021 at new lows in public esteem. What is the prestige of occupations in Malaysia? A study was made in April 2022 by interviewing 1,579 Malaysians nationwide, asking them to state the prestige of 14 occupations on a five-point scale. Findings showed that the occupation commanding the highest respect among Malaysians was the Medical Doctor, followed by Teacher, Engineer, and Lecturer. In terms of prestige, the Journalist and Public Relations Officer came in at the bottom 9 and 10, followed by Police, Public Servant, Minister, and Influencer.

CORENA 020:

A Meta-Analysis of Studies on Mosque Goers' Perception and Religious Engagement of the Selected Mosques in Gombak

Rizalawati Ismail

International Islamic University Malaysia

This paper is a meta-analytic review of recent studies on mosque goers' perception and religious engagement on the selected mosques in Gombak. The studies were conducted by three groups of postgraduate students for their communication planning and strategies subject (COMM7231) of Semester 2, 2021/2022. All groups were using the same methodology – quantitative survey on mosque goers with a total of 32 questions and qualitative interviews with the mosque management committee members. The meta-analysis included the comparison of literature reviews used and data collected from both quantitative and qualitative methods. Results from all three groups showed positive and significant relationship between mosque communication strategies, mosque goers' perception on management and mosque facilities management with religious commitment to the mosque among respondents.

CORENA 020:

MEDIA USE AND OPTIMISMS AMONG MALAYSIA'S AGING CITIZENS: A PROSPECT FOR FUTURE POLITICS

Syed Arabi Idid
Shafizan Mohamed

International Islamic University Malaysia

Malaysia's population is progressively growing older. It will have a nearly equal percentage of young and old citizens by 2040. (Department of Statistics Malaysia, 2020). What does this mean for Malaysian politics? This investigation focuses on a generation that is sometimes disregarded when discussing politics and nation-building. Elder generations are often considered as historical contributors, and their impact is typically viewed from a historical perspective. However, as the population ages, some of them become healthier, wealthier, and more capable; so, it is vital to recognise that the elderly will continue to make significant contributions to the nation. In December 2020, 230 persons aged 51 and above were surveyed about their media intake, political opinions, and voting behaviour as part of a national study on voter behaviour. Despite the fact that the COVID19 outbreak was in full swing at the time of the poll, the study indicated that senior adults were hopeful about the future. They were also avid media consumers who were well-versed in current events. The findings show that politically aware and media-engaged elderly persons constitute a substantial component of society that will continue to grow in relevance in the future. As a result, all political decisions and nation-building efforts must include the elderly as vital partners.

CORENA 021:

NETFLIX BINGE-WATCHING BEHAVIOURS, PARASOCIAL INTERACTION AND LONELINESS AMONG IIUM STUDENTS DURING THE COVID-19 PANDEMIC LOCKDOWN

Tengku Siti Aisha Tengku Mohd Azzman Shariffadeen
Aini Maznina A. Manaf

International Islamic University Malaysia

Streaming service such as Netflix is becoming increasingly popular in Malaysia. Netflix offers a wide range of content that maybe of interest and binge-worthy to young adults, such as K-dramas, sitcoms, rom-coms, or reality television shows. Media theories such as the uses and gratification (U & G) perspective predicts that heavy users will be more motivated to gratify various needs through frequent media consumption. Although there is an abundant number of research that has examined how the media audience assuage certain needs, such as loneliness and social interaction needs, through media content, research linking loneliness, motivation to binge-watch, and binge-watching behaviour is relatively scarce. Thus, this study seeks to examine how motivation to binge watch and loneliness predict binge-watching behaviours. Restrictions on movements and being unable to leave the campus perhaps leave no choice for many university students but to fill their time by binge-watching Netflix to alleviate their boredom, reduce their loneliness, or to relieve stress brought about by the pandemic. Another focus on this research is to examine how relationships formed with media characters lead to increased binge-watching behaviours. It is predicted that parasocial interaction with a favorite Netflix character may mediate the relationship between motivation to binge-watch and frequency of binge-watching. A cross-sectional survey was conducted among IIUM students in October 2021 ($N = 284$). Findings revealed that on average, IIUM students preferred to binge-watch Western and Korean TV series alone, at least 3-4 times a week, with most using their own or family account to binge-watch. Also, consistent with the U & G perspective, motivations to binge-watch significantly predict frequency of Netflix binge-watching. The implications of these findings on the U & G perspective, as well as how binge-watching behaviour, as a contemporary and popular form of media consumption will be discussed.

CORENA 022:

ISLAMIC VIEWS ON VACCINATION: A SYSTEMATIC LITERATURE REVIEW

**Wan Norshira Wan Mohd Ghazali
Ainul Syahidah Binti Shaari
Ahmad Bin Muhammad Husaini,
Mohd Helmi Yusoh
Nur Shakira Mohd Nasir**

International Islamic University Malaysia

Little can be found on strategic communication intervention that uses Islamic data, sources, and arguments to address vaccine misunderstanding. Aiming to develop a strategic communication approach to counter the widespread misunderstanding on vaccination related to religious matters, a systematic literature review was conducted by synthesising Islamic data sources and arguments from relevant religious publications, statements, and fatwas. Using a modified framework known as PICo (Population, Interest, Context) to design the main research questions, 46 studies were reviewed from April until September 2022 in this research. The studies were derived from Google Scholar, MyCite, Scopus, Ebscohost, and Fatwa databases following a systematic review protocol that was developed specifically for this research. In general, the study found different types of Islamic sources used to argue the need of vaccination in protecting life. Besides the Qur'an and Hadith, scholars relied on other Islamic sources such as maqasid al-syariah, qawaid fihiyyah, and istihalah to derive fatwa in support of vaccination. The Islamic ruling were decided since there is no direct discussion about vaccination in the Qur'an and Hadith. This paper also found the commonly used Qur'anic verses and hadith to support the process of deciding fatwa for vaccination. Therefore, this study concludes that intervention from Islamic perspectives is vital to help address vaccine religious concerns. This will further serve as an important effort by researchers in the communication field to approach health matters using Islamic understanding to convey that Islam covers all matters and, hence relevant across period.

CORENA 023:

PUBLIC ADMINISTRATION IN THE COVID-19 ERA: THE DECONSTRUCTION OF THE MALAYSIAN PUBLIC'S COMMON SENSE

Zahid Zamri

International Islamic University Malaysia

When the COVID-19 virus hit the country, the Malaysian government launched numerous public healthcare initiatives such as monitoring of the Standard Operation Procedures (SOP), vaccination programmes, and other related attempts to curb the pandemic. However, the government received different kinds of respond from the citizens with regards to the efforts. The article discusses the diverse opinions that spurted out amongst the public particularly pertaining to their confidence and trust towards the government's management of the crisis, which in turn deconstructed the existing common sense. Data are collected from observation on social media postings, online newspapers, and related videos in order to highlight the deconstructive phenomena over the public's mindset as a result of the crisis.

CORENA 024:

PUBLIC PERCEPTION ON GOVERNMENT'S EFFORT IN RAISING AWARENESS ON CYBERCRIMES IN MALAYSIA

**Zeti Azreen Ahmad
Mazni Buyong**

International Islamic University Malaysia

There is an upward trend of cybercrime cases worldwide. At present most commercial crimes have occurred online including through the social media. In Malaysia, cybercrime has continued to be the country top concern. This is consistent with the high internet penetration and usage of social media among its population. In this context online media users are most vulnerable to cybercrimes. Online scammers are targeting online users regardless of age, educational background and gender. In the first half of 2022 more than 12,000 cybercrime cases were reported with losses exceeded RM414 million. In response to the increased of cyber-attacks the Malaysian government formed many agencies such as Cyber Security Malaysia, National Security Council (NSC), National Cyber Security Agency (NACSA) that recently launched the Malaysia Cyber Security Strategy 2020-2024 to curb cyber threats and ultimately create a secured cyberspace. Despite this countless effort by the government, the number of cases continue to accelerate. This study has been initiated to examine public perception of government's effort in raising awareness on cybercrimes. Semi structured interviews were conducted among online users to obtain their insight on government's communication initiatives in educating the publics on cybercrimes related issues. A convenient sampling has been employed to 10 respondents via a face-to-face interview. The study found that respondents perceived cybercrime as a serious crime and expect the government to do a lot more to empower them to take the right actions and to protect them from falling victims.

CORENA 025:

COMMUNICATING ONLINE SCAMS THROUGH INFOGRAPHIC: DOES IT WORK?

Zeti Azreen Ahmad

International Islamic University Malaysia

Nur Nadia Abd Mubin

Universiti Pendidikan Sultan Idris

Akmal bt Arzeman

Cardiff University

There are crimes committed every minute in the cyber world. Heavy reliance on online platforms exposes each one of us to cyber threats. Cybercrimes have become among top threats worldwide. The Global Risks Report 2022 has identified cybersecurity as one of the major risks that requires global attention. In Malaysia most commercial crimes now fall under the category of cybercrime. Cyber criminals are attacking not only organisations but also individuals. Online scams such as Macau scam, 419 scams or love scams, phishing, non-existent investment, e-commerce crimes, mule account have been targeting online users regardless of race, age, educational background or gender. In this context, online users need to be informed about potential threats and the common tactics used by online scammers. Information about online scams has been constantly shared on numerous platforms. In recent years infographic has been used as a form of communication to educate the masses about online scams. Infographic is a visual communication that often adopted to communicate complex information that include science related information such as health related issues, climate change, sustainability and technological issues. Infographic literature often highlighted on the major parts of infographic; visual, content and knowledge. As a visual form of communication, infographic is useful as it makes information appear to be more appealing, easier to understand and attention grabbing in the midst of an information overload. Such format could be easily shared with others through different type of social media including an instant messaging application such as WhatsApp. It has been observed that authorised agencies such as CyberSecurity have been using infographic to educate the public on cyber threats. However, whether the infographic prepared adhere to the principles of effective communication is yet to be explored. This study aims to examine the infographic shared by the Cybersecurity Malaysia on cyber scams. It will use content analysis to examine online scams infographics based on three major elements; content, visual and knowledge.

CORENA 026:

PARENTING DIGITAL SKILLS: A DEMOGRAPHIC ANALYSIS AMONG MALAYSIAN PARENTS

**Nur Shakira Mohd Nasir
Shafizan Mohamed
Wan Norshira Wan Ghazali
Saodah Wok**

International Islamic University Malaysia

Children today are digitally savvy, particularly those from the Millennium Generation, Generation Z, and Generation Alpha. These children were born when technology was so advanced that they became digital natives. However, their parents have mostly grown up during the time when internet and computer usage is extremely limited. However, this is not an excuse for parents to be digitally illiterate. In fact, some level of digital competency is required for parents so that they are not completely disconnected from their children's digital environment. Parents' digital skills are critical for easing parenting their children's digital media usage. The purpose of this study is to understand the digital parenting skills competency of Malaysian parents by focusing on specific demographic characteristics such as parental role, marital status, ethnicity, level of education, and household income. A total of 654 Malaysian parents from various demographics were surveyed. The findings showed that mother's digital skills are superior to the father's. The study also discovered that the digital divide discriminates against members of different social classes. Education and socioeconomic status have shown to influence digital parenting skills, which in turn affect children's digital resilience and development in the future.

CORENA 027:

COMMUNICATION-RELATED FACTORS CONTRIBUTING TO THE DECLINE IN IMMUNISATION RATES IN MALAYSIA: A MEDICAL PRACTITIONER'S PERSPECTIVE

Mohd Helmi Yusoh
Wan Norshira Wan Mohd Ghazali
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This study examines the phenomenon of vaccination refusal in Malaysia prior to the COVID-19 pandemic. Recent outbreaks of various vaccine-preventable diseases are troubling despite the fact that the Malaysian Ministry of Health regularly monitors its immunisation programme. What is alarming, a polio case also returned after 27 years Malaysia being declared as a polio-free country. Previous research showed that there are several factors that may contribute to this phenomenon. One of the reasons for this outbreak is due to misinformation and falsehood brought by anti-vaxxers which influenced the vaccine refusal and vaccine-hesitant individuals. In the age of digital media, however, research on communication-related issues remains sparse and must be expanded. This qualitative study employs the focus group discussion (FGD) technique to collect data from a number of medical practitioners who are selected using the purposive sampling method. The data were then constructed into multiple themes. In general, the data analysis of this study consisted of reading, re-reading of and preparing an individual transcript into a meaning unit, followed by initial line-by-line, sentence-by-sentence coding of an individual transcript. Focused coding in an individual transcript and between transcripts was carried out to refine categories until a unified category emerged inductively from the data grounded in respondents' viewpoints. The result shows that there are several themes emerged; low-health literacy, unregulated social media activities, unsupportive mass media, unavailability of a synergised vaccination policy. These findings confirm and extend prior research on the factors that inhibit vaccination rates.

CORENA 028:

Rejuvenating the image of Islam in the lens of Qatar World Cup 2022

Norbaiduri Ruslan

International Islamic University Malaysia

Qatar World Cup 2022 is historical as Qatar is the first Muslim country hosting this prestigious event, with uniquely Arab and Islamic persona, breaking the stereotypes and the Western standards of the hosting of the event. Football has always been staged as being white and colonialist, nevertheless such dominant is challenged by Qatari's unconventional approach to hosting the event, with strong religious and cultural grit. Ever since Qatar won the bid to host the 2022 World Cup, negative narratives from Orientalist and Eurocentric quarters flooded the media and public discourses, questioning the appropriateness of Qatar to host such a prestigious event from human rights, LGBT, treatment of refugees, and environment's standpoints. Despite such strong forces of movements to discredit the credibility of Qatar as a host, the uniqueness of Qatar as a Muslim country with Arabic culture transpires and strongly visible in the event. This paper will discuss how World Cup 2022, an essentially secular event with strong Western standard's legacies, is laced with Islamic images and culture, curated to showcase Muslim and Arab culture, that are often portrayed negatively and almost would never be able to be at the CenterStage of world class event such as the World Cup. The multicultural implications of the phenomenon will also be addressed.

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