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THE INTERNATIONAL CONFERENCE OF LANGUAGES, EDUCATION AND
TOURISM 2023

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THEME: Diversity and Transformation in Language, Education and
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MAIPs

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Welcoming Message

Guests, ladies and gentlemen,

Assalamu'alaikum Warahmatullahi Wabarakatuh,

With utmost delight and sense of pride, I extend a heartfelt and warm welcome to each distinguished individual gracing the International Conference of Languages, Education, and Tourism (ICLET) 2023.

As the Chair of this momentous event, I stand humbled to witness the convergence of brilliant minds, united in their pursuit of knowledge and innovative solutions to address the pressing global challenges of our time.

This year's conference theme, "Diversity and Transformation in Language, Education, and Tourism Towards a Sustainable Society," resonates profoundly with the core values cherished by our institution. It urges us to collectively embrace the richness of diversity while acknowledging the transformative power of languages, education, and tourism in shaping a sustainable society for future generations.

In our quest for knowledge, let us not underestimate the impact each of us can make in shaping the future. As academics, researchers, educators, and industry professionals, your insights, research, and experiences form the very bedrock of progress. It is within the diversity of your expertise that we find innovative solutions and novel approaches to confront the challenges of our era.

We extend our sincere gratitude to Duli Yang Maha Mulia, Pemangku Raja Perlis, Tuanku Syed Faizuddin Putra Ibni Tuanku Syed Sirajuddin Jamullail, for his unwavering support, which has been invaluable to the resounding success of this conference. Despite being unable to join us in person today, Tuanku graciously took the time and effort to deliver his inspiring speech for our opening ceremony. His thoughtful gesture added a significant touch of honor and encouragement to the event. We are deeply honored and appreciative of Tuanku's involvement and presence in the spirit. Menjunjung kasih Tuanku.

Additionally, I would like to deeply appreciate my esteemed mentor in sustainability and future studies, Prof. Emeritus Tan Sri Dzulkifli Abdul Razak, for his exceptional leadership and unwavering guidance throughout our journey. His encouragement and assistance have played a great role in making this event a resounding achievement.

I would like also to take this opportunity to thank our esteemed keynote speakers: Prof. Dr. Nowel Scott, Prof. Dr. Vijayaletchumy Subramaniam, Assoc. Prof. Dr. Siti Noor Fazelah Mohd Noor, Prof. Dr. Abdeljalil Hanouche, and Prof. Dr. Gavin Brown. Your scholarly contributions and commitment to positive change are truly commendable, and I am confident that your words will ignite a renewed sense of purpose and dedication to our respective fields. To all delegates,

INTERNATIONAL CONFERENCE OF LANGUAGES, EDUCATION AND TOURISM 2023

especially those joining us from Japan, Greece, Indonesia, India, Algeria, Oman, Pakistan, Nigeria, and Uzbekistan, a warm and enthusiastic welcome awaits you.

Furthermore, I extend my heartfelt gratitude to our sponsors Majlis Agama Islam dan Adat Istiadat Melayu Perlis (MAIPs), BH Travel Sdn Bhd, and Sasbadi Sdn Bhd, whose generous support has played a great role in making this event a resounding success.

Gratitude must also be expressed to the organizing committee, whose unwavering dedication and tireless efforts have brought this conference to fruition. Their pursuit of excellence is evident in crafting a program that features distinguished keynote speakers from across the globe.

As we delve into the discussions and deliberations over the upcoming days, let us embrace the spirit of collaboration, open dialogue, and critical inquiry. Together, let us seize the opportunity to forge new partnerships, cultivate enduring friendships, and solutions that will pave the way towards a sustainable society.

In conclusion, I am confident that ICLET 2023 will prove to be an intellectually stimulating and personally enriching experience for all participants. May this conference serve as a catalyst for transformation and progress, as we collectively strive to create a world where diversity is celebrated, and sustainability lies at the heart of all our endeavours.

Thank you all for your presence and active participation. I extend my best wishes for a fruitful and rewarding conference. Let us embark on this journey with enthusiasm, passion, and a shared commitment to shaping a brighter future for our global community. Thank you again and all the best!

Assoc. Prof. Dr. Mohd Azrul Azlen bin Abdul Hamid

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Technological-Organisational-Environmental Factor Of Adopting Social Media Marketing Among Asnaf Entrepreneurs At Kuala Perlis Rural Tourism Destination

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Keywords: Asnaf Entrepreneur, Rural Tourism, Social Media Marketing, TOE Factor

ABSTRACT

Rural tourism and agrotourism play a crucial role in regional development, with small and medium-sized enterprises (SMEs) acting as key contributors by attracting tourists through their products and activities, although the accessibility of social media platforms for promoting SMEs may pose challenges for certain marginalized groups such as Asnaf entrepreneurs in rural areas, limiting their visibility and competitiveness. A gap in the study exists regarding the specific challenges and barriers faced by Asnaf entrepreneurs in rural areas when adopting and utilizing social media platforms for their small and medium-sized enterprises (SMEs) in the tourism industry, as well as the factors influencing their attitudes, behavioral intention, and overall digital marketing efforts. This study focuses on the adoption of social media among Asnaf entrepreneurs in rural tourism destinations, specifically Kampung Seberang Ramai, Kuala Perlis. The research aims to identify the factors that influence the adoption of social media and the readiness of Asnaf entrepreneurs in utilizing it for business marketing. The study found that the main influencing factor is the technology factor, which includes familiarity with social media. The attitude toward social media also plays a significant role in its adoption. The findings suggest that external agencies, such as MAIPs, should collaborate with SMEs to support Asnaf entrepreneurs in adopting social media and promoting their products. This collaboration can contribute to the growth of rural tourism by attracting visitors through social media marketing. The study emphasizes the need for agencies to address barriers and provide tailored support, including social media training, machinery assistance, and

incentives, to promote social media adoption among Asnaf entrepreneurs who express concerns about meeting future demands.

PURPOSE AND BACKGROUND

Rural tourism and agrotourism play a crucial role in promoting regional development (Hudakova et al., 2017). Small and medium-sized enterprises (SMEs) are important economic activities that contribute to the growth of rural tourism (Hudakova et al., 2017). Social media has become a powerful tool for SMEs to reach a wider customer base and promote their products and services. Malaysia has a high penetration rate of social media usage, making it an effective marketing platform (Malaysia Digital Association, 2016). However, some SMEs, particularly those run by Asnaf entrepreneurs in rural areas, may face challenges in accessing and utilizing social media (Nuryati & Bahri, 2021). This can hinder their visibility and competitiveness compared to other SMEs.

This study focuses on understanding the factors that influence the adoption of social media among Asnaf entrepreneurs in rural areas. It has three main objectives: firstly, to identify the main component within the Technology-Organization-Environment (TOE) factor that influences Asnaf entrepreneurs in adopting social media; secondly, to identify the main component of the attitude toward social media that influences Asnaf entrepreneurs in adopting social media; and finally, to examine how the TOE factor and attitude toward social media collectively influence the behavioral intention of Asnaf entrepreneurs in adopting social media. In examining these factors, the study aims to gain insights into the readiness of Asnaf entrepreneurs to adopt social media and understand the impact of their attitudes toward social media on their adoption decisions. Ultimately, this research aims to contribute to the growth of rural tourism by facilitating the adoption of social media among Asnaf entrepreneurs and leveraging its potential for promoting their SMEs.

METHODOLOGY

The case study method is a popular qualitative research approach used to investigate individuals, groups, communities, or establishments. It involves restricting the study to a specific time or space and collecting data through observation, interviews, and documents. The study utilizes snowball sampling to recruit participants through referrals and purposive sampling to select Asnaf entrepreneurs as respondents. The sample consists of 20 participants involved in food and beverages businesses, with 5 receiving beneficiaries from MAIPs. Reasons for not receiving assistance include lack of knowledge, non-Malaysian status, and ongoing application processes. In this case study focused on Kampung Seberang Ramai in Kuala Perlis, a fisherman's village where Asnaf entrepreneurs operate SMEs, the researcher aims to understand the readiness of Asnaf

entrepreneurs to adopt social media. Interviews have been chosen as the data collection technique. The case study design allows for an in-depth examination of the specific group of Asnaf entrepreneurs within the context of Fakir and Miskin.

FINDINGS

Factors	Findings
Technology	<ol style="list-style-type: none"> 1. 17 out of 20 respondents recognized the benefits of social media for promoting products, enhancing productivity, communication, learning about competitors, and improving brand image. 2. Some respondents expressed their inability to keep up with the demands of social media and preferred traditional marketing techniques.
Organization	<ol style="list-style-type: none"> 1. 14 out of 20 respondents were in favor of using new technologies like social media to improve business conditions. 2. Some respondents emphasized the need for support to meet the demands generated by social media adoption. 3. Varying levels of awareness and access to external agency support were observed among respondents.
Environment	<ol style="list-style-type: none"> 1. Competitive intensity was seen as a driving force for SMEs to adopt social media and survive in a hostile environment. 2. Majority of respondents agreed that social media was a popular tool for business advancement. 3. Competition among SMEs fostered healthy competitiveness and inspired others to excel.
Attitude toward SM	<ol style="list-style-type: none"> 1. The overall positive perception among respondents. 2. Need for guidance and assistance in using social media effectively. 3. Some resistance to switching to new social media platforms due to comfort zone and learning curve concerns. 4. Lack of guidance and instructors in managing social media limited respondents to a single platform.
Behavioral Intention	<ol style="list-style-type: none"> 1. The majority of respondents expressed interest in using social media. 2. Concerns about lack of guidance, overwhelming demand, and managing viral content were raised. 3. The resolution of these issues could lead to widespread agreement on social media adoption among respondents.

CONCLUSION

In conclusion, there are opportunities for Asnaf entrepreneurs in Kampung Seberang Ramai to adopt social media. The study aims to identify the factors influencing their adoption, including the TOE factor and attitude toward social media. Findings show that these factors impact behavioral intention. However, barriers such as lack of support and fear without guidance exist. Agencies can use this information to support Asnaf entrepreneurs and enhance their SMEs' visibility and competitiveness through social media.

PRACTICAL IMPLICATIONS

The study findings reveal that while SME entrepreneurs have a positive attitude toward social media adoption, Asnaf entrepreneurs express fear about meeting the future demand from social media. This study provides valuable insights for agencies like MAIPs, MADA, FAMA, MITI, SMIDEC, and MATRADE to address the barriers to social media adoption in SMEs. To support Asnaf entrepreneurs, these agencies can offer social media training tailored to their needs, provide machines to enhance the production capacity, and offer incentives as capital for business continuation. The agencies can utilize the research findings to facilitate and promote social media adoption among Asnaf entrepreneurs.

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Determining Technology Readiness in Adopting Social Media Marketing Among Asnaf Entrepreneurs in Rural Destination Kuala Perlis

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Keywords: Asnaf entrepreneurs, behavioral intention, perception, technology readiness, social media marketing.

ABSTRACT

Rural tourism cannot flourish without small companies (SMEs) to support its operations and long-term viability. Small and medium-sized enterprises (SMEs) in tourist towns not only handle the main production firm but also function as a tourist attraction. However, it is known that due to their low capacities, lack of money, lack of technical experience, unstable organisational structure, and small number of employees, SMEs are hesitant to adopt new marketing methods. Hence, this study attempts to determine the technology readiness among Asnaf SMEs and entrepreneurs using a TR-based segment derived from the TRI Model by Parasuraman and Colby (2015). The study area is Kampung Seberang Ramai, Kuala Perlis. The research adopted a qualitative approach, in which the snowball and purposive techniques were used to identify 20 respondents from Kampung Seberang Ramai. The findings discovered that Asnaf entrepreneurs have difficulty using social media and are disinterested in it. The lack of resources is what makes them reluctant to adopt social media. This research is expected to understand Asnaf's situation and provide findings regarding the assistance they most need.

RESEARCH BACKGROUND

Rural tourism relies on small and medium-sized enterprises (SMEs) as important contributors and attractions (Yusoff, 2018). However, SMEs in rural areas face challenges, including the impact of the COVID-19 pandemic. Social media marketing is an opportunity for SMEs to enhance their presence and sales, but its adoption is still limited among SMEs. The Asnaf community, a lower-income group involved in SMEs, particularly in rural areas, struggles to adapt to new technologies and lacks resources. The COVID-19 pandemic has further highlighted the need for Asnaf entrepreneurs to embrace online business strategies for sustainability. However, they face obstacles due to limited access to technology and a perception that social media is not essential for their business. Despite the topic of technology readiness has been widely researched, there are not many studies that focus on the Asnaf community. Therefore, this study aims to focus on the perception of social media and technology readiness among Asnaf entrepreneurs.

RESEARCH METHODOLOGY

This research uses qualitative method and a cross-sectional research method. The case study used is Kampung Seberang Ramai in Kuala Perlis where the respondents are asked a set of questions for a qualitative interview. The respondents were selected via a purposive sampling and purposive sampling method targeting the Asnaf community that operates SME businesses or entrepreneurs and lives in Kampung Seberang Ramai.

RESULTS

The Asnaf entrepreneurs generally have a positive perception of social media and its benefits, but they have low innovativeness and discomfort in adapting to new technologies. They also express insecurity due to a lack of knowledge and guidance in using social media. While they use social media in their daily lives, their motivation to use it for business purposes is low. They find it inconvenient for customer communication and prefer face-to-face interactions. They are not interested in exploring social media deeply and only want to use it with sufficient resources and assistance.

The TRI model, with its dimensions of innovativeness, optimism, discomfort, and insecurity, influences the Asnaf entrepreneurs' adoption of social media. They have low scores in motivators and high scores in inhibitors, indicating their reluctance and discomfort in adopting social media for their businesses. User experience and familiarity with social media platforms are crucial factors in their adoption. Poor user experience and lack of guidance hinder their willingness to continue using social media. The Asnaf entrepreneurs require assistance and confidence to successfully adopt social media in their businesses.

Theme	Result
1. Perception towards social media	The respondents generally have a positive perception of technology and social media and think it is useful for everyday use.
2. Technology Readiness	<ul style="list-style-type: none"> I. Innovativeness : The respondents do not like to try new technology. II. Optimism : The respondents are interested in technology and social media and think they are useful for their daily lives and businesses. III. Discomfort : The respondents also prefer the traditional way of marketing and are reluctant to switch to another social media platform and would rather stick with their current one. IV. Insecurity : The respondents felt daunted by using digital technology and social media as they do not have enough resources, assistance and guidance to use social media.
3. Behavioural Intention for business purposes	The respondents consider social media to be suitable for business use. However, they do not want to further explore social media and they only want to continue using social media if they have enough resources.

CONCLUSION

This research discusses the factors that contribute to the readiness to adopt social media into Asnaf entrepreneurs' businesses. Based on the research conducted, it was discovered that Asnaf entrepreneurs have difficulty using social media and are disinterested in it. The Asnaf entrepreneurs displayed a high inhibitor score, indicating that they are not comfortable using technology, or in this research, social media. They stated that they need assistance and resources in order to adopt social media into their business. Since most Asnaf entrepreneurs do not have the resources or assistance or guidance to use social media, they apparently are not ready to adopt social media into their business marketing. They are much more comfortable with the current method, which is traditional marketing (word-of-mouth and through the supplier).

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