ORGANIZER:

KLM
KULLIYYAH OF LANGUAGES
& MANAGEMENT

الجامعة الاسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يونيۏرسيتي إسلام انتارابغسا مليسيا

(Company No. 101067-P)

Garden of Knowledge and Virtue

PROGRAM BOOK TABLE OF CONTENTS

ABOUT ILTC 2019

The International Language and Tourism Conference 2019 (ILTC 2019) invites interested academics, curriculum developers, service providers and leaders from the industry and academic institutions to discuss and deliberate issues related to Language, Tourism, Education, Management and matters pertaining to Social Sciences and Humanities. The ILTC 2019 invites all delegates to deliberate on various aspects of the conference themes and sub-themes.

Provide exposure and opportunity for academics, curriculum developers, service providers and leaders from the industry and academic institutions to participate in an international level conference which will be a continuous catalytic event for intellectual growth and exchange.

Provide a platform for interest parties involved to present and discuss the latest issues and research language and tourism in line with the conference theme.

Provide a networking avenue for all interested parties involved to support and collaborate with each other in language and tourism research and development.

Promote the research culture among academics which allows them to publish their work in reputable journals.

ILTC 2019 Theme

Sustaining Global Development Goals Through Languages, Education, and Tourism

Conference Sub-Theme

Language	Education	Tourism
- Communication Studies - Intercultural Studies - Discourse Studies - Genre Analysis - Gender Studies - Language Policy and Planning - Media Studies - Rhetoric - Sociolinguistics - Translation Studies - Assessment and Evaluation - Semantics - Stylistics - ESP - ASP	- Teaching and Learning for Language, Tourism and Hospitality - Career Paths in Language, Tourism and Hospitality - Interdisciplinary approach in teaching languages for tourism - Methods in the language for tourism - Literature and tourism - Needs analysis in languages for tourism - Tourism and Hospitality Education	- Sustainable Tourism Planning and Management - Sustainable tourism policy and strategies - Climate and Tourism - Culture and Heritage in Tourism - Creative Industry in Tourism - Gastronomy and Culinary Arts in Tourism and Hospitality - Tourism and Hospitality Management - Consumer Behaviour in Tourism and Hospitality - Tourist Consumer Behaviour - Destination Marketing - Islamic Finance and Tourism - Tourism in Islamic Perspective - Language Usage in Tourism Setting - Cognitive Aspects of the Language for Tourism

The Kulliyyah of Languages and Management's Dean/ ILTC 2019 Chairperson – Dr. Mohd Azrul Azlen b. Abd. Hamid

I am very delighted to welcome you to the International Language and Tourism Conference 2019, especially that it is located at our very own campus in Pagoh Education Hub, Johor. The conference theme, "Sustaining global development goals through language, education and tourism" is an invitation to discuss research and issues related to language and tourism and also emphasize on Sustainable Development Goals (SDGs). The conference continues the tradition of bringing together researchers, academics and professionals, particularly those in the area of language and tourism. The international character of this meeting is illustrated by the five countries represented with a total of 100 papers to be presented. They are from Indonesia, Thailand, Saudi Arabia, Bangladesh, Malaysia, the home country and many more.

The main conference opens on Friday, 18 October 2019, with a very interesting and complementary keynote speech by Tan Sri Dato' Zulkifli Abdul Razak and two panel speakers: Dr. Saif Alsewaidi, Arab Researcher ID and Mr Muhammad Azali Kalki. The second day will see four more panel speakers: Dr. Jantima Simpson, Naresuan University, Thailand; Prof. Dr. Nor'ain Othman, UiTM; Dr. Ive Emaliana, University of Brawijaya, Indonesia and Prof. Dr. Majdi Haji Ibrahim, IIUM. They will touch on integrating the SDGs in education from the perspectives of language, communication and tourism.

A special thanks goes to all committee members who dedicated their time to make this conference a success. This includes the students and staff of the Kulliyyah of Languages and Management, and also the staff of the various offices in the University.

The Proceedings of this conference will serve as a reference book to those interested in the area of language and tourism. It may provide an impetus for further study in these areas.

We thank all authors, participants and sponsors for their contributions. I hope you will enjoy the conference.

ILTC 2019 COMMITTEE MEMBERS

Chairperson	Dr. Mohd Azrul Azlen b. Abd. Hamid
Advisor	Assoc. Prof Dr Afiza Mohd Ali
Secretary:	Dr. Nur Hidayah Abd Rahman
Assist. Secretary I:	Sr. Anis Asyikin Kassim
Assist. Secretary II:	Sr. Che Nurul Hasima Che Daud
Treasurer:	Br. Jamil Mohamad Ali
Assist. Finance/Treasurer:	Br. Ezroul Emynur Ahmad Samsuddin
Programme Manager:	Dr. Samshul Amry Abdul Latif
Assist. Programme Manager:	Dr. Siti Salwa Md. Sawari
Sponsorship & Fundraising:	Dr. Lilisuriani Abdul Latif @Bapoo
	Dr. Mohd Azrul Azlen Abd.Hamid
	Br. Mohd Ton Ab Halim
Publicity/Promotions:	Dr. Rafidah Sahar
	Sr. Farah Diebaa Rashid Ali
	Br. Muhammad Aqil Asraf Mohd Ali
Registration, Accommodation Protocol & Invitation:	Dr. Shahrul Nizam MohdBasari
	Sr. Siti Aisah Abas
	Sr. Nurul 'Ain Buyong Jafril
	Sr. Nurul 'Atikah Masdar
	Sr. Erdawaty Abdullah
	Mohd Muksit Masmastur
	Sr. Nursuhaila Abdul Mubin
Abstracts, Proceedings Publication & Journal:	Dr. Nur Nabilah Abdullah
	Dr. Mazni Saad
	Assoc. Prof. Dr. Salih Mahgoub Mohamed Eltingari
	Assoc. Prof. Dr Faridah Nazir
Exhibition and Poster Presentation:	Sr. Balqis Shairah Ismail
Meals:	Dr. Julaina Nopiah
	Sr. Rossitah Ab. Rahman
	Br. Ridhuan Abdul Nasir

Transportation & Logistics:	Sr. Shazlina Shafei
	Br. Mohd Khairul Shaiful Mansor
	Sr. Najwatul Akmar Abas
	Br. Muhamad Alif Abdul Wahab
Conference Events/Gimmick:	Dr. Nonglaksana Kama
	Sr. Wan Nur Athirah Wan Abdul Rahman
IT/Multimedia & Programme Book:	Br. Aminuddin Mat Resat
	Br. Muhammad Aqil Asraf Mohd Ali
Preparation & Technical:	Br. Muhamad Razak Tandang
	Br. Mohamad Hazim Selamat

TENTATIVE PROGRAM

18 October 2019 (Day 1)- Friday

8.00am	Arrival of Presenters/Participants
Venue	KLM Lobby
9:00am-10:00am	Parallel Session I
Venue	Seminar Room and Classroom Block 3
10:00am-10:10am	Du'a recitation National anthem "Negaraku" IIUM song "Leading The Way"
Venue	Lecture Hall Block 3 & Lecture Theatre 1 and 2 Block 4
10:10am-10:15am	Welcoming remarks by Chairperson ILTC 2019
Speaker	Dr. Mohd Azrul Azlen Abd Hamid (Dean of KLM)
Venue	Lecture Hall Block 3 & Lecture Theatre 1 and 2 Block 4
10.15am- 10:45am	Keynote Speaker Presentation
Speaker	**Prof. Emeritus Tan Sri Dato' Dzulkifli Abdul Razak** Rector, International Islamic University Malaysia (IIUM)
Venue	Lecture Hall Block 3 & Lecture Theatre 1 and 2 Block 4
10:45am- 11:00am	Opening Ceremony and Officiation by **Prof. Emeritus Tan Sri Dato' Dzulkifli Abdul Razak, IIUM Rector**
Venue	Lecture Hall Block 3 & Lecture Theatre 1 and 2 Block 4
11:00am- 11:30am	Speaker presentation
Speaker	**Dr. Saif Alsewaidi (ARID)**
Venue	Lecture Hall Block 3
11:30am- 3:00pm	Conference Lunch/ Friday prayer
Venue	Studio 1 Block 4
3.00pm- 4.20pm	Poster Presentation
Venue	Classroom 5 & Classroom 6 Block 3
3:00pm-5:00pm	Dynamics of Leadership: a Psychological Approach Talk
Speaker	Muhammad. Azali Kalki
	*Open to all students and staff
Venue	Lecture Hall Block 3
4:20am-5:40am	Parallel Session II
Venue	Seminar Room and Classroom Block 3

5:40pm	Disperse

19th October 2019 (Day 2)-Saturday

9:00am-10:40am	Parallel Session III
Venue	Seminar Room and Classroom Block 3
10:00am-11:00am	Refreshment
Venue	Studio 1 Block 4
11:00am-12:00am	Parallel Session IV
Venue	Seminar Room and Classroom Block 3
12.00pm- 1.00pm	**Panel Discussion**
Moderator	Assoc. Prof. Dr. Afiza Mohamad Ali
Speaker	Thailand – **Asst. Prof. Dr. Jantima Simpson** Indonesia – **Dr. Ive Emaliana** Malaysia – **Prof. Dr. Nor'ain Othman** Malaysia – **Prof. Dr. Majdi Haji Ibrahim**
Venue	Lecture Hall Block 3
1:00pm-2:00apm	Conference Lunch/ Zohor prayer
Venue	Studio 1 Block 4
2:00pm-3:30apm	Parallel Session V
Venue	Seminar Room and Classroom Block 3
3.30pm-4.30pm	Closing and Prize Giving Ceremony by BH Travel
Venue	Lecture Hall Block 3
4:30pm	Photo Session with the committees and winners
Venue	Lecture Hall Block 3

Parallel Session and Poster Presentation

Parallel Session I			
18th October 2019 – Friday (9:00am-10:00am)	**Seminar Room 1**	**Chairperson:**	**Mohamad Suhaizi Suhaimi**
			(**Presentations will be held in Malay**)
		Lg/Malay/ID:35	**Mazura Sulaiman**
			Leksis Janda Vs Leksis Duda
		Lg/Malay/ID:53	**Rabiatul Adawiyah Md Ali Shifudin**
			Cabaran Penterjemahan Unsur Budaya Arab Dan Melayu
		Lg/Malay/ID:107	**Mohamad Suhaizi Suhaimi**
			Kriteria Penilaian Manuskrip Penulis dari Perspektif Penyunting Buku Agama
	Seminar Room 2	**Chairperson:**	**Farah Shahirah Bt Ahmad**
			(**Presentations will be held in Arabic**)
		Lg/Arb/ID:52	**Anis Sahirah Bt Mohd Ismail**
			اتجاهات طلاب الجامعة نحو أسلوب التقديم والعرض في التعلّم: طلاب كلية اللغات والإدارة نموذجا
		Lg/Arb/ID:69	**Farah Shahirah Bt Ahmad**
			استراتيجيات الإقناع والتأثير في الفيديو " He Teaches a Poor Kid FOR FREE" :دراسة تحليلية
		Lg/Arb/ID:159	**Siti Nur Aisyah Binti Abd Khalid**
			صعوبات المتعلم البطيء في مهارة القراءة: المدرسة الابتدائية الدينية فايا جارس سوغاي بولوه أنموذجا.Difficulties Of The Slow Learner In Reading Skill: Sekolah Rendah Agama Paya Jaras Sungai Buloh
	Seminar Room 3	**Chairperson:**	**Muhammad Faizuddin Bin Hashim**
			(**Presentations will be held in Malay**)
		Edu/Malay/ID:65	**Nurazimah Bt Rosli**
			Standard Kompetensi Guru Dan Hubungan Dengan Pelaksanaan Komuniti Pembelajaran Profesional (Kpp) Di Sekolah Agama Daerah Melaka Tengah
		Edu/Malay/ID:75	**Muhammad Faizuddin Bin Hashim**
			Penggunaan Media Dalam Kalangan Ibu Bapa Kanak-kanak Autisme
		Edu/Malay/ID:84	**Noorwati Binti Mohd Dawam**
			Aplikasi Android Kursus Pengajian Malaysia Terhadap Pelajar Jabatan Teknologi Maklumat Dan Komunikasi, Kajian Di Politeknik Sultan Idris Shah
	Classroom 1	**Chairperson:**	**Assoc. Prof. Dr. Afiza Mohamad Ali**
			(**Presentations will be held in English**)
		Edu/Eng/ID:139	**Romzie Rosman	Afiza Mohamad Ali**
			The Roles Of Islamic Finance Educators In Promoting Education For Sustainable Development
		Edu/Eng/ID:144	**Mohd Fairuz Bin Abdul Talib**
			Teaching with Internet Technologies in Technology Challenged Classrooms: What Keeps Language Teachers Going
		Lg/Eng/ID:164	**Faridah Abdul Malik	Khairiah Othman**

			Faculty's and students' perceptions on the oral skills necessary for success in medical studies and the extent of oral proficiency problems faced by medical students.
Classroom 3	**Chairperson:**		**Muhammad Syah'izzat Bin Md Taib**
			(**Presentations will be held in English**)
	Tourism/ID:140		**Abdul Rauf Abdul Rasam**
			E-tourism Map: An Interactive Tourism Web Mapping System And Mobile Apps In Selangor, Malaysia
	Tourism/ID:39		**Zubaidi Wahyono**
			Islamic Tourism in South East Asia
	Tourism/ID:138		**Noraqila Aiman Abu**
			Food hunter Apps: A Geospatial Mobile and Social Media Applications for Food Tourism

Poster Presentation			
18th October 2019 – Friday (3:00pm-4:20pm)	Classroom 5	Evaluator	Associate Professor Dr. Faridah Binti Nazir
			Assistant Professor Dr. Mazni Binti Saad
			Assistant Professor Dr. Nur Hidayah binti Abd Rahman
		Lg/Eng/ID:116	**Aida Sahira Mohd Azalan | Nur Nabilah Abdullah**
			Exploring Multi-Party Interaction In TV Talk Show: Non-Verbal As Resources For Cooperative Interruption
		Lg/Eng/ID:124	**Dinie Asyraf Salehan**
			Highlights On Cultural Intelligence Among Malaysian Armed Forces And Future Research Terrain
		Lg/Eng/ID:112	**Wan Muslihah Wan Mustaffa | Nur Nabilah Abdullah**
			Language, Gestures And Movement As Evasion Strategies Used By Dato' Seri Najib In News Interview
		Lg/Eng/ID:66	**Nurul Sofia Seth Binti Abdul Rahim Seth | Rafidah Binti Sahar**
			The Framing Of 'Keling' In Malaysian Politics: A Content Analysis Of News And Social Media
	Classroom 6	Evaluator	Associate Professor Dr. Faridah Binti Nazir
			Assistant Professor Dr. Mazni Binti Saad
			Assistant Professor Dr. Nur Hidayah binti Abd Rahman
		Edu/Eng/ID:104	**Nor Azah Jahari**
			Assessing The Knowledge Of Business And Accounting Students Towards Plagiarism
		Edu/Eng/ID:67	**Nur Sabirah Binti Sazli | Rafidah Binti Sahar**
			Intercultural Competency and Student Travel
		Tourism/ID:33	**Nur Najwa Zulkifle**
			Exploring Possibilities Of Islamic Tourism In Malaysia
		Tourism /ID:154	**Nuraliah Atika Binti Mohd Tukit**
			International Islamic University Malaysia (Iium) Student's Acceptance On Virtual Reality (Vr) As A Tourism Marketing Tool
		Tourism /ID:85	**Siti Salwa Md Sawari**
			Measuring Tourist Satisfaction With Multiple Mosque Destination Attributes

		Parallel Session II	
		Chairperson:	**Dr. Julaina Binti Nopiah**
			(**Presentations will be held in Malay**)
		Lg/Malay/ID:50	**Nur Faizzatul Ain Binti Md Fadil**
			Bentuk Dan Kedudukan Kata Tanya Dialek Pulau Pinang
		Lg/Malay/ID:109	**Roswati Abdul Rashid**
	Seminar Room 1		Memberi Arahan dalam Komunikasi Silang Budaya: Adakah Melanggar Norma Budaya Tetamu Pelancongan?
		Lg/Malay/ID:122	**Mohd Nor Azan bin Abdullah**
			Perbandingan Pembentukan Struktur Dan Elemen Morfologi Dalam Ayat Asas Kata Bantu Ragam Perancis-melayu
		Lg/Malay/ID:160	**Julaina Binti Nopiah**
			Resam Padi Dalam Peribahasa Melayu: Pendekatan Semantik Inkuisitif
		Chairperson:	**Akhmal Hakim Bin Mohamad**
			(**Presentations will be held in English**)
		Lg/Eng/ID:11	**Natasha Binti Zuhaimi**
			Language Maintenance and Shift Among Minangkabau Descendants in Negeri Sembilan, Malaysia
	Seminar Room 2	Lg/Eng/ID:17	**Prodhan Mahbub Ibna Seraj**
			A Critical Review on Oral English Communication Skills (OECS)
		Lg/Eng/ID:32	**Nur Auni Rabi'atul 'adawiyah Bt Wahab**
18ᵗʰ October 2019 – Friday (4:20pm-5:40pm)			Language Maintenance and Shift Among Siamese Community In Malaysia
		Lg/Eng/ID:37	**Nur Izzah Binti Mohd Rosli**
			Language Maintenance And Shift Among Filipino Community In Malaysia
		Chairperson:	**Farrah Diebaa Bt Rashid Ali**
			(**Presentations will be held in English**)
		Lg/Eng/ID:41	**Nurul Atiqah Johar**
			Types and Sources Of Spelling Errors: An Analysis On Indigenous Students' Works
		Lg/Eng/ID:40	**Najwa Amanina Bizami**
	Seminar Room 3		An Analysis on Newly Introduced English Verbs in Oxford English Dictionary: Levin's Taxonomy of Verb Classification
		Lg/Eng/ID:62	**Tengku Azriana Zainab Tengku Anuar Mussaddad**
			The Use of Persuasive Language In Extriemist Groups: A Case Study Of ISIS Online Communication
		Lg/Eng/ID:161	**Adlina Amani Abdul Razak**
			Learning strategies: perception on using songs and movies in learning a foreign language
		Chairperson:	**Muhammad Nazirul Bin Mohd Noor**
	Classroom 1		(**Presentations will be held in English**)
		Lg/Eng/ID:27	**Haryati Bakrin**
			Critical Discourse Analysis of the Nigerian President's Speech at The 73rd Session Of The Un General Assembly

Parallel Session II		Lg/Eng/ID:47	**Hasnyzar Hussin | Afiza Mohamad Ali**
			"Can We Do a Turtle?" – A Study on Semi-technical Vocabulary in Massively Multiplayer Online (MMO) Gaming
		Lg/Eng/ID:51	**Siti Musliha Sulhajjar Binti Muhamad**
			Exploring the Student-debater Identity Through Debating Investment and Practices
		Lg/Eng/ID:97	**Surinder Kaur**
			Pronunciation...The Orphanised Skill
	Classroom 3	**Chairperson:**	**Nor Afifin Nadia M Noor Azman**
			(**Presentations will be held in English**)
		Tourism/ID:49	**Nur Haizum Abd Rahman**
			Modeling and Forecasting: A Case Study of Tourist Arrivals in Malaysia
		Tourism/ID:80	**Sharifah Hilmi Syed Abdullah**
			Risk Factors Influencing Tourists' Satisfaction on Halal Products and Services
		Tourism/ID:110	**Aina Farahin Binti Azli**
			Local Community Participations in Conservation: A Case Study in Ayer Hitam Johor
		Tourism/ID:63	**Nor Afifin Nadia M Noor Azman**
			An Analysis of Intra-destination Movement Patterns Among Visitors In Muar, Johor

		Parallel Session III	
19th October 2019 – Saturday (9:00am-10:40am)	Seminar Room 1	Chairperson:	**Nur Amnah Binti Duniya**
			(**Presentations will be held in Arabic**)
		Lg/Arb/ID:22	**Fekri Abidin Bin Hassan**
			البلاغة منهجًا وتعليمًا وتعلّمًا من وجهة نظر طلاب كليّة اللُغات والإدارة
		Lg/Arb/ID:74	**Nur Amnah Duniya**
			تصميم الوحدة الدراسية في تعليم اللغة العربية لدى موظفي قسم الاستقبال في الفنادق في كوالا لمبور
		Lg/Arb/ID:135	**Mahadi Masoud**
			الأذكار اليومية وكيفية الاستفادة منها في ممارسة اللغة العربية لدى المسلمين- المسلم الماليزي نموذجًا
		Lg/Arb/ID:149	**Nordin Ahmad | Zakaria Omar**
			Ta'lim Maharah al-Kitabah li al-Thulab al-Jami'ah al-Islamiah bi Malizia
		Tourism/Arb/ID:31	**Abdul Hadi bin Abdul Rahim**
			تعليم اللغة العربية للمرشدين السّياحيين النّاطقين بغيرها في ماليزيا: دراسة تحليلية
	Seminar Room 2	Chairperson:	**Raja Madihah Binti Raja Alias**
			(**Presentations will be held in English**)
		Lg/Eng/ID:148	**Norazah Md Idrus**
			An analysis of the use of gerunds in academic writings of university students
		Lg/Eng/ID:152	**Putu Dian Danayanti Degeng | Irene Nany Kusumardani**
			The Importance of ETP in Malang's Thematic Villages, Indonesia
		Edu/Eng/ID:59	**Saira Riaz**
			The Pillars of School: A Case Study of Middle Leaders in Four Private Secondary Schools In Islamabad, Pakistan
		Edu/Eng/ID:81	**Candima Chin Choon Tow**
			Interpersonal Skills and Management Ability of Selected Malaysian New Primary School Head Teachers
		Edu/Eng/ID:89	**Ive Emaliana |Alies Poetri Lintangsari |Widya Caterine Perdhani**
			Do Epistemic Beliefs Predict Meaningful Reading Comprehension? Findings from A Correlational Study Of EFL Students
	Seminar Room 3	Chairperson:	**Farrah Diebaa Bt Rashid Ali**
			(**Presentations will be held in English**)
		Lg/Eng/ID:130	**Khairiah Othman**
			Rebecca Black's Friday Vs Raef's It's Jumu'ah: A Comparative Analysis of Cultural Representations
		Lg/Eng/ID:167	**Sitti Hamsina S**
			Implementation Of Inquiry Approach On English As A Foreign Language For Indonesia Students
		Lg/Eng/ID:131	**Siti Nur Dina Mohd Ali**
			Investigating Students' Perception On Corrective Feedback In Writing
		Lg/Eng/ID:156	Muzaimir Mokhtar
			Developing English Video Tutorial To Enhance Tourism And Hospitality Quality For Local Culinary In Malang City, Indonesia

		Lg/Eng/ID:46	**Kamal Badrasawi |Abdulateef Solihu**
			Second Language Speaking-anxiety Among Malaysian Postgraduate Students at A Faculty Of Education
		Chairperson:	**Muhammad Nazirul Bin Mohd Noor**
			(Presentations will be held in English)
		Edu/Eng/ID:21	**Zanariah Jano**
			Algorithm as A Problem Solving Technique for Teaching And Learning Of The Malay Language
		Edu/Eng/ID:165	**Nuraihan Mat Daud | Tengku Nur Amira Solehah Tengku Anuar**
			Keeping Abreast of Emerging Trends: A Survey of Teachers' Readiness to Integrate HOTS in their Fiction Classes
		Edu/Eng/ID:73	**Mohd Ieruwan Mohamed Mokhtar**
			Anxiety In Arabic Speaking Skill Among Lower Secondary Students
		Lg/Eng/ID:125	**Engku Haliza Engku Ibrahim**
			EPT and CEFR: Are they aligned?
		Lg/Eng/ID:106	**Mohd Hafizul Bin Ismail**
			A Preliminary Study On The Effects Of Language Anxiety On Two Levels Of Korean As A Foreign Language At Universiti Kuala Lumpur
		Chairperson:	**Akhmal Hakim Bin Mohamad**
			(Presentations will be held in English)
		Lg/Malay/ID:171	**Yee Chin Yip**
			Motivasi Terhadap Pembelajaran Bahasa Mandarin Sebagai Bahasa Asing Di Dalam Kalangan Pelajar Universiti Sains Islam Malaysia(Fakulti Pengajian Bahasa Utama)
		Lg/Malay/ID:71	**Siti Nor Hafizah Bt Ramli**
			Sikap Dan Kefahaman Terhadap Bahasa Orang Asli Negrito Dalam Kalangan Guru Di Sekolah Rendah Orang Asli
		Lg/Malay/ID:105	**Akhmal Hakim Bin Mohamad**
			Pengaplikasian Prinsip Perancangan Dalam Novel Songket Berbenang Emas Karya Khairuddin Ayip
		Lg/Malay/ID:115	**Mohd Shahdan Bin Sadin**
			Penelaahan Tingkat Kekerabatan Bahasa Bajau di Sabah dengan Bahasa Melayu Standard: Analisis Leksikostatistik

Left vertical labels: Parallel Session III; Classroom 1; Classroom 3

Parallel Session IV			
		Chairperson:	**Akhmal Hakim Bin Mohamad**
			(Presentations will be held in English)
		Edu/Eng/ID:90	**Ive Emaliana | Alies Poetri Lintangsari | Widya Caterine Perdhani**
			Blind Students Engagement in Language Learning: Challenges and Opportunities
		Edu/Eng/ID:126	**Mohd Fairuz bin Abdul Talib**
			The Effect of Flipped Arabic Grammar Classroom on Students Achievement: A Pilot Study
		Edu/Eng/ID:169	**Rawdhah Paiz**
			Interpretation of Smiling and Laughing Emojis: Comparison Based on Gender and Age of Internet and Mobile Users

Left vertical labels: 19th October 2019 – Saturday; Seminar Room 1

Parallel Session IV	**Seminar Room 2**	**Chairperson:**	**Raja Madihah Binti Raja Alias**
			(Presentations will be held in English)
		Tourism/ID:14	**Siti Nurhayati Khairatun**
			Street Food Profiling: A Case Study Of Jonker Street Melaka
		Tourism/ID:26	**Ariezal Afzan Hassan**
			A Comparative Study On Travel Brochures Of Multicultural Representation Of Malaysia
		Tourism/ID:168	Yakubu A. Dodo
			Thermal Comfort In The Face Of Climate Change: Are We Really Comfortable In Region With Increase And Prospect Of Voluntarism
	Seminar Room 3	**Chairperson:**	**Dr. Siti Salwa Md Sawari**
			(Presentations will be held in English)
		Tourism/ID:30	**Syamim Syauqi Mohd Erfino**
			Analyzing The Push and Pull Travel Motivation Factor Of Youth Tourist Towards Visiting Johor Bahru
		Tourism/ID:43	**Muhamad Irfan Bin Bustaipo**
			Educational Tourism: Understanding The International Students' Intention to Pursue Their Education in Higher Education Hub Pagoh
		Tourism/ID:61	**Nuraini Binti Ismail**
			Travel Motivations Of First-time, Repeat, And Serial Malaysian Backpackers
	Classroom 1	**Chairperson:**	**Muhammad Nazirul Bin Mohd Noor**
			(Presentations will be held in English)
		Tourism/ID:57	**Nanda Alfarina**
			The Influence of Product and Expense Of Tourism On Tourist Preference With Tourism Object Integration Mediating Variable In Padang City
		Tourism/ID:64	**Mohd Hasrul Yushairi B. Johari**
			Personality Traits of Orang Asli Bateq Towards Tourism Development at Taman Negara Pahang
		Tourism/ID:166	**Aishah Zuhairi**
			Customer Satisfaction Towards Service Quality And Company Image Offered By Air Asia
	Classroom 3	**Chairperson:**	**Muhammad Syah'izzat Bin Md Taib**
			(Presentations will be held in English)
		Tourism/ID:72	**Velan Kunjuraman**
			Research Paradigms In Ecotourism Research: Why And How It Should Be Applied?
		Tourism/ID:127	**Siti Syahirah Saffinee**
			"Find Our Way Back": Personal Integrity Towards Islamic Sustainable Tourism
		Tourism/ID:86	**Nurnatasha Juanico Binti Edmund**
			Predictors of Malaysian Customer Satisfaction On Korean Ethnic Foods At Korean Restaurants In Malaysia

Parallel Session V			
19th October 2019 – Saturday (2:20pm-3:20pm) / **Parallel Session V**	**Seminar Room 1**	**Chairperson:**	**Nur Amnah Binti Duniya**
			(Presentations will be held in English)
		Lg/Eng/ID:18	**Homam Altabaa**
			Creative Language: Aphorisms, Parables And Fables Of Spirituality In Modern Literature
		Lg/Eng/ID:96	**Amy Zulaikha Mohd Ali**
			A Sociolinguistic Analysis of Genericized Brand Names in American English
		Tourism/ID:29	**Amirul Asyraf Laila Satria**
			Factor Influencing Intention of IIUM Students To Choose Shariah Compliant Hotel
	Seminar Room 2	**Chairperson:**	**Raja Madihah Binti Raja Alias**
			(Presentations will be held in English)
		Tourism/ID:142	**Nurul Saadah Binti Lokman**
			The Suitability of Public Parks As One Of The Tourist Attractions.
		Tourism/ID:111	**Farah Mohd Shahwahid**
			Development of Islamic Education Institutions As Halal Edu- Tourism Attractions: A Malaysian Experience
		Tourism/ID:166	**Khairiah Ismail**
			Inside Out Of Music Festival: An Islamic Perspective
	Seminar Room 3	**Chairperson:**	**Akhmal Hakim Bin Mohamad**
			(Presentations will be held in English)
		Tourism/ID:100	**Nur Inani Bt Muhammad Zuki**
			Effect Of Cognitive Image Towards Tourist Satisfaction In Theme Parks Malaysia
		Tourism/ID:163	**Najiyah Md Zaliki**
			Plastic Obsession Among Malaysian Tourists: How Far Is It True?
		Tourism/ID:98	**Fatin Shafiqa Fouzai @ Fauzi**
			The Use Of Social Media For Trip Planning Process: Study Of Domestic Tourists To Pahang
	Classroom 1	**Chairperson:**	**Muhammad Nazirul Bin Mohd Noor**
			(Presentations will be held in English)
		Tourism/Eng/ID:9	**Nordanish Sofea Illyana Roslim**
			The Challenges Of Promoting Islamic Tourism In Malaysia
		Tourism/ID:28	**Muhammad Hariz Irfan Hamdan**
			Identifying Muslim Youth Travelers' Perspectives On The Attributes Of Shariah Compliant Hotels
		Tourism/ID:136	**Aishah Binti Hussain**
			The Factors that Influence Customer Satisfaction towards Muslim Friendly Hotel and Facilities in Malaysia based on Maqasid al-Shari

ABSTRACT (PAPER IN MALAY)

SUB-THEME 1: LANGUAGE

1	BENTUK DAN KEDUDUKAN KATA TANYA DIALEK PULAU PINANG	M1
	Nur Faizzatul Ain Binti Md Fadil | Ismail Bin Jaafar	
2	CABARAN PENTERJEMAHAN UNSUR BUDAYA ARAB DAN MELAYU	M2
	Majdi Haji Ibrahim | Rabiatul Adawiyah Md Ali Shifudin	
3	KRITERIA PENILAIAN MANUSKRIP PENULIS DARI PERSPEKTIF PENYUNTING BUKU AGAMA	M3
	Mohamad Suhaizi Suhaimi | Sharil Nizam Sha'ri	
4	LEKSIS JANDA VS LEKSIS DUDA	M4
	Mazura Sulaiman	
5	MEMBERI ARAHAN DALAM KOMUNIKASI SILANG BUDAYA: ADAKAH MELANGGAR NORMA BUDAYA TETAMU PELANCONGAN?	M5
	Roswati Abdul Rashid | Mohd Yusri Ibrahim | Rohani Hamzah | Roslina Mamat | Masutani Satoshi	
6	PENGAPLIKASIAN PRINSIP PERANCANGAN DALAM NOVEL SONGKET BERBENANG EMAS KARYA KHAIRUDDIN AYIP	M6
	Akhmal Hakim Bin Mohamad | Mohd Shahdan Bin Sadin | Mohamad Zuber Bin Ismail	
7	PENELAAHAN TINGKAT KEKERABATAN BAHASA BAJAU DI SABAH DENGAN BAHASA MELAYU STANDARD: ANALISIS LEKSIKOSTATISTIK	M7
	Mohd Shahdan Bin Sadin | Akhmal Hakim Bin Mohamad | Normadihah Binti Harun	
8	PERBANDINGAN PEMBENTUKAN STRUKTUR DAN ELEMEN MORFOLOGI DALAM AYAT ASAS KATA BANTU RAGAM PERANCIS-MELAYU	M8
	Mohd Nor Azan Bin Abdullah | Musirin Mosin | Jeannet Stephen	
9	RESAM PADI DALAM PERIBAHASA MELAYU: PENDEKATAN SEMANTIK INKUISITIF	M9
	Julaina Binti Nopiah	
10	SIKAP DAN KEFAHAMAN TERHADAP BAHASA ORANG ASLI NEGRITO DALAM KALANGAN GURU DI SEKOLAH RENDAH ORANG ASLI	M10
	Siti Nor Hafizah Bt Ramli	

SUB-THEME 2: EDUCATION

11	APLIKASI ANDROID KURSUS PENGAJIAN MALAYSIA TERHADAP PELAJAR JABATAN TEKNOLOGI MAKLUMAT DAN KOMUNIKASI, KAJIAN DI POLITEKNIK SULTAN IDRIS SHAH	M11
	Noorwati Binti Mohd Dawam | Tengku Radziatan Mardziiah Bt Tengku A. Razak | Nurul Amalia Binti Ruslan	
12	PENGGUNAAN MEDIA DALAM KALANGAN IBU BAPA KANAK-KANAK AUTISME	M12
	Muhammad Faizuddin Bin Hashim | Elviza Marjali | Zarith Sofina Azahar	

13   STANDARD KOMPETENSI GURU DAN HUBUNGAN DENGAN PELAKSANAAN KOMUNITI   M13
PEMBELAJARAN PROFESIONAL (KPP) DI SEKOLAH AGAMA DAERAH MELAKA TENGAH
Nurazimah Bt Rosli | Mohd Izham Bin Mohd Hamzah

ABSTRACT (PAPER IN ENGLISH)

SUB-THEME 1: LANGUAGE

1   A CRITICAL REVIEW ON ORAL ENGLISH COMMUNICATION SKILLS (OECS)   E1
Prodhan Mahbub Ibna Seraj | Hadina Bt. Habilb

2   A PRELIMINARY STUDY ON THE EFFECTS OF LANGUAGE ANXIETY ON TWO LEVELS OF KOREAN   E2
AS A FOREIGN LANGUAGE AT UNIVERSITY KUALA LUMPUR
Mohd Hafizul bin Ismail | Nurashikin Saaludin | Siti Nur Dina Hj Mohd Ali

3   THE USE OF PERSUASIVE LANGUAGE IN EXTREMIST GROUPS: A CASE STUDY OF ISIS ONLINE   E3
COMMUNICATION
Tengku Azriana Zainab Tengku Anuar Mussaddad

4   AN ANALYSIS OF THE USE OF GERUNDS IN ACADEMIC WRITINGS OF UNIVERSITY STUDENTS   E4
Norazah Md Idrus | Faridah Abdul Malik

5   AN ANALYSIS ON NEWLY INTRODUCED ENGLISH VERBS IN OXFORD ENGLISH DICTIONARY: E5
LEVIN'S TAXONOMY OF VERB CLASSIFICATION
Najwa Amanina Bizami | Farrah Diebaa Rashid Ali

6   "CAN WE DO A TURTLE?" – A STUDY ON SEMI-TECHNICAL VOCABULARY IN MASSIVELY   E6
MULTIPLAYER ONLINE (MMO) GAMING
Hasnyzar Hussin | Afiza Mohamad Ali

7   CREATIVE LANGUAGE: APHORISMS, PARABLES AND FABLES OF SPIRITUALITY IN MODERN   E7
LITERATURE
Homam Altabaa | Adham Hamawiya

8   CRITICAL DISCOURSE ANALYSIS OF THE NIGERIAN PRESIDENT'S SPEECH AT THE 73RD SESSION   E8
OF THE UN GENERAL ASSEMBLY
Ibrahim Sani Dauda | Haryati Bakrin

9   EPT AND CEFR: ARE THEY ALIGNED?   E9
Engku Haliza Engku Ibrahim | Mohd. Khairul Abu Sufi

10   EXPLORING MULTI-PARTY INTERACTION IN TV TALK SHOW: NON-VERBAL AS RESOURCES FOR   E10
COOPERATIVE INTERRUPTION
Aida Sahira Mohd Azalan | Nur Nabilah Abdullah

ABSTRACT (PAPER IN ARABIC)

ABSTRACT (PAPER IN TOURISM)

SUB-THEME: TOURISM

1	A COMPARATIVE STUDY ON TRAVEL BROCHURES OF MULTICULTURAL REPRESENTATION OF MALAYSIA	T1
	Ariezal Afzan Hassan | Nur Hafezah Hussein | Wan Suzanna Aafanii Adeeba Wan Ibrahim	

2	AN ANALYSIS OF INTRA-DESTINATION MOVEMENT PATTERNS AMONG VISITORS IN MUAR, JOHOR	T2
	Nor Afifin Nadia M Noor Azman | Baiduri Zaiyyanna Farudz | Khairunnissa Mohd Rosdan | Nurul Hassanah Hamidi | Amin Mustaqim Che Azimi | Nordanish Sofea Illyana Roslim | Muhammad Syamsul Kamal Salleh | Nur Hidayah Abd Rahman	

3	ANALYZING THE PUSH AND PULL TRAVEL MOTIVATION FACTOR OF YOUTH TOURIST TOWARDS VISITING JOHOR BAHRU	T3
	Syamim Syauqi Mohd Erfino | Siti Salwa Md Sawari	

4	CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY AND COMPANY IMAGE OFFERED BY AIR ASIA	T4
	Aishah Zuhairi | Mazni Saad	

5	DEVELOPING ENGLISH VIDEO TUTORIALS TO ENHANCE TOURISM AND HOSPITALITY QUALITY FOR LOCAL CULINARY IN MALANG CITY, INDONESIA	T5
	Irene Nany Kusumawardani | Putu Dian Danayanti Degeng | Moh. Hasbullah Isnaini	

6	DEVELOPMENT OF ISLAMIC EDUCATION INSTITUTIONS AS HALAL EDU- TOURISM ATTRACTIONS: A MALAYSIAN EXPERIENCE	T6
	Farah Mohd Shahwahid | Noor Raudhiah Abu Bakar | Siti Hawa Radin Eksan | Nurza Mohamed Yusoff	

7	EDUCATIONAL TOURISM: UNDERSTANDING THE INTERNATIONAL STUDENTS' INTENTION TO PURSUE THEIR EDUCATION IN HIGHER EDUCATION HUB PAGOH	T7
	Muhamad Irfan Bin Bustaipo	

8	EFFECT OF COGNITIVE IMAGE TOWARDS TOURIST SATISFACTION IN THEME PARKS MALAYSIA	T8
	Nur Inani Bt Muhammad Zuki	
9	E-TOURISM MAP: AN INTERACTIVE TOURISM WEB MAPPING SYSTEM AND MOBILE APPS IN SELANGOR, MALAYSIA	T9
	Muhammad Nurrahim Ruslan | Abdul Rauf Abdul Rasam | Noraain Mohamed Saraf	

10	EXPLORING POSSIBILITIES OF ISLAMIC TOURISM IN MALAYSIA	T10
	Nor Afifin Nadia M Noor Azman | Nur Najwa Zulkifle | Siti Salwa Md Sawari	

11	FACTOR INFLUENCING INTENTION OF IIUM STUDENTS TO CHOOSE SHARIAH COMPLIANT HOTEL	T11
	Amirul Asyraf Laila Satria | Siti Salwa Md Sawar	

****

9:00am to 9:20am (Lg/Malay/ID:35)

Leksis Janda Vs Leksis Duda

Mazura binti Sulaiman
Jabatan Pegagogi Tinggi
Institut Pendidikan Guru Kampus Bahasa Melayu
(E-mel: mazura_sulaiman@ipgkbm.edu.my)

Bahasa dan masyarakat mempunyai kaitan rapat dalam ketamadunan manusia. Bahasa tanpa mengaitkannya dengan masyarakat akan mengetepikan beberapa aspek penting dalam disiplin bahasa itu sendiri. Salah satu aspek penggunaan bahasa yang memperlihatkan hubungan ini ialah penggunaan kata nama am hidup manusia (KNAHM). Kertas kerja ini akan memberi fokus terhadap pencarian dan penjelasan KNAHM iaitu 'janda' dan 'duda' seperti yang terdapat dalam enjin carian Pusat Rujukan Persuratan Melayu (PRPM) sebagai sumber data. Kaedah analisis korpus gunakan dalam kajian ini. Analisis KNAHM 'janda' dan 'duda' hanya ditinjau pada bahagian maklumat kata, juga ditemukan dalam: dan pantun. Dalam PRPM penggunaan kata 'janda' boleh ditemukan dalam 17 sumber manakala 'duda' pula dalam 13 sumber. Untuk penemuan dalam sumber pantun, terdapat 79 pantun yang merujuk 'janda' manakala untuk 'duda' pula cuma terdapat tujuh pantun. Dari segi tema pantun-pantun kata 'duda' enam bertemakan jenaka dan satu pantun bertemakan agama. Sebaliknya untuk 'janda' pantunnya 64 bertema jenaka, tujuh pantun bertemakan kasih sayang dan cinta, tiga pantun bertemakan nasihat dan tiga bertemakan petalangan, satu pantun untuk tema agama dan satu bertemakan budi. Dari segi makna pantun tersebut pula, untuk KNAHM 'duda', ketujuh-tujuh pantun membawa makna yang biasa dalam konteks situasi duda. Sebaliknya makna pantun-pantun merujuk KNAHM 'janda' agak kompleks. Analisis oleh pengkaji mendapati terdapat 54 pantun yang membawa makna positif dan 25 membawa makna negatif. Daripada 54 pantun itu pula 14 sebenarnya mempunyai makna tersirat yang sebenarnya jika diteliti mempunyai ciri ke arah makna negatif. Rumusan kajian ini mendapati KNAHM 'janda' lebih luas serta padat penjelasannya berbanding KNAHM 'duda' dalam PRPM.

Kata kunci: *kata nama am hidup manusia, janda, duda*

****

9:20am to 9:40am (Lg/Malay/ID:53)

Cabaran Penterjemahan Unsur Budaya Arab Dan Melayu

Rabiatul Adawiyah Md Ali Shifudin[1], Majdi Haji Ibrahim[1]

[1]Universiti Islam Antarabangsa Malaysia
(E-mail: majdi@iium.edu.my, rabiatuladawiyah2311@gmail.com)

Bahasa sebagai alat komunikasi di antara manusia mengandungi banyak unsur budaya yang mengambarkan cara fikir sesebuah masyarakat. Maka, penterjemahan merupakan proses

peralihan dua bahasa beserta dua budaya yang berbeza. Oleh kerana itu, penterjemah sering mengalami kekeliruan menggunakan kaedah yang sesuai dalam menterjemah, terutamanya dalam teks-teks yang mempunyai banyak unsur budaya. Ramai sarjana dalam bidang pengajian terjemahan mengemukakan teori-teori terjemahan budaya serta pembahagian unsur budaya antaranya Nida dan Newmark. Penulis akan menumpukan pada pembahagian unsur budaya menggunakan kerangka teoritkal oleh Ghazala (2015) bagi menganalisis unsur-unsur budaya dalam teks antara Bahasa Arab dan Bahasa Melayu. Ghazala mencadangkan lapan unsur budaya iaitu: agama, sosial, politik, mental dan emosi, linguistik, sastera, ekologi dan material. Kertas kerja ini akan menyumbang pengetahuan baharu kepada dunia tentang penterjemahan antara dua budaya. Pemahaman dalam menelusuri unsur budaya dalam bahasa sumber untuk diungkapkan secara betul dan tepat dalam bahasa sasaran amat diperlukan untuk mendapat terjemahan yang baik. Penterjemah harus memahami budaya bahasa sumber dan bahasa penerima sebelum menterjemahkan sebarang teks kerana penterjemah bukan sekadar memindahkan kata, tetapi juga perasaan dan nilai budaya penulis ke dalam bahasa lain.

Kata kunci: *Pengajian Terjemahan, Unsur Budaya, Ghazala*

****

9:40am to 9:20am (Lg/Malay/ID:107)

Kriteria Penilaian Manuskrip Penulis dari Perspektif Editor Buku Agama

Mohamad Suhaizi Suhaimi[1] Sharil Nizam Sha'ri (Ph.D)[1]
(E-mail: suhaizisuhaimi@yahoo.com, sharil@upm.edu.my)
[1]Universiti Putra Malaysia

Penilaian manuskrip untuk diterbitkan menjadi salah satu peranan editor dalam menyunting naskhah yang dihantar oleh penulis. Hal ini demikian kerana, editor berperanan dalam memastikan karya yang dihantar berada dalam keadaan yang menepati kriteria yang ditetapkan oleh syarikat penerbitan. Oleh itu, kajian ini dilakukan bertujuan melihat kriteria-kriteria yang menjadi pilihan para editor buku agama terhadap manuskrip yang diterima oleh mereka untuk diterbitkan. Tambahan pula, pemilihan buku agama dibuat berikutan permintaan tinggi terhadap buku-buku tersebut yang telah mendorong persaingan sihat dalam kalangan penerbit tempatan. Kajian ini menggunakan pendekatan kuantitatif yang menggunakan instrumen soal selidik bagi menanyakan pandangan responden terhadap kriteria manuskrip yang dipilih. Sebanyak tujuh orang responden dipilih masing-masing daripada dua buah syarikat penerbitan yang memiliki penerbitan buku agama iaitu Kemilau Publika Sdn. Bhd. dan Telaga Biru Sdn. Bhd. Dapatan kajian menunjukkan bahawa terdapat tujuh tema telah ditemui bagi mengenal pasti kriteria-kriteria yang menjadi pilihan para editor terhadap manuskrip yang dihantar oleh penulis

Kata kunci: *Kriteria; Penyuntingan; Manuskrip, Editor; Buku Agama*

9:00am to 9:20am (Lg/Arb/ID:52)

اتجاهات طلاب الجامعة نحو أسلوب التقديم والعرض في التعلّم: طلاب كلية اللغات والإدارة نموذجا

Anis Sahirah Bt Mohd Ismail[1] Nonglaksana Kama[1]
[1]Universiti Islam Antarabangsa Malaysia
(E-mail: anisahirah96@gmail.com, nonglaksama@iium.edu.my)

إن استخدام أسلوب التقديم والعرض والاستفادة منهما في مجال التعليم والتعلم من الأمور الأساسية المطلوبة لمواكبة التطور العلمي والتقني والمعرفي للمدرسين والطلاب للوصول إلى مستوى عال من التميز والإبداع والابتكار لدى كليهما، وهذا ما أشار إليه كلا من (Seval.K, 2009) و) الديرشوي، 2011،). استخدام تقنيات التعليم تدعم المحاضر والطالب أثناء عرض المعلومات، وتعزز النجاح في الدروس وتعزز ديمومة المعلومات ،فيتحسن الاهتمام والدافعية. لذا تحاول الباحثتان من خلال هذه الورقة معرفة ما اتجاهات الطلاب نحو أسلوب التقديم والعرض على أمرين: التفاعل أثناء المحاضرة، والدافعية، ثم معرفة ما إن كان يوجد فرق ذو دلالة إحصائية في اتجاهات الطلاب نحو أسلوب التقديم والعرض يعزى إلى الجنس. استخدمت الباحثتان المنهج الوصفي الكمي وأخذتا عينة البحث من مجتمع كلية اللغات والإدارة في الجامعة الإسلامية العالمية ماليزيا، بغض النظر عن تخصص الطلاب. وهم طلاب الفصل الثاني من العام الدراسي 8102/8102م. قامت الباحثتان بتوزيع الاستبيان على عينة عشوائية بلغت ستين طالبا وطالبة، ثم قامتا بتحليل البيانات ومناقشتها .

وتوصلت إلى نتائج من أهمها: وجود اتجاهات إيجابية لدى طلاب الجامعة نحو أسلوب التقديم والعرض في التعلم من حيث التفاعل أثناء المحاضرة وكذلك من حيث الدافعية .كما لاحظت الباحثتان عدم وجود فروق دالة إحصائيا في مستوى اتجاه طلاب الجامعة نحو أسلوب التقديم والعرض في التعلم تبعا لمتغير الجنس.

الكلمات المفتاحية: اتجاهات، أسلوب، التقديم، العرض، تعلم

****

9:20am to 9:40am (Lg/Arb/ID:69)

استراتيجيات الإقناع والتأثير في الفيديو "**He Teaches a Poor Kid FOR FREE**" : دراسة تحليلية

Farah Shahirah Bt Ahmad
International Islamic University Malaysia (IIUM, Pagoh), Malaysia
(E-mail: fashamad95@gmail.com)

يهدف هذا البحث إلى تحليل استراتيجيات الإقناع في الفيديو الوثائقي He Teaches a Poor Kid FOR FREE لدريو بنسكي (Drew Binsky) محاربة الأمية لدى الأطفال في باكستان. تكمن أهمية هذا البحث في أنه يقدم أمثلة لاستراتيجيات الإقناع والتأثير مأخوذة من الخطاب المنتج في سياق التواصل الواقعي مما يمكن أن يستفيد منها القراء لتوظيف الاستراتيجيات المماثلة في مجال أعمالهم مثل التجارة أو التسويق وما إلى ذلك. توصل البحث إلى أن لعنوان الفيديو قوة في التأثير وجذب انتباه الجمهور، وأن الاستراتيجيات الأكثر فعالية في إقناع الجمهور مما ورد في الخطاب (الفيديو) هي استراتيجية الأخلاقية والوطنية والكلمات القوية وتقديم الحجة المنطقية العاطفية. وخلص البحث إلى أن استخدام الفيديو لنشر المعلومات في حد ذاته وسيلة ممتعة لإقناع الجمهور في عصر التكنولوجيا، لما فيه من خصائص متنوعة مثل الصورة والصوت.

****

9:40am to 10:00am (Lg/Arb/ID:159)

صعوبات المتعلم البطيء في مهارة القراءة: المدرسة الابتدائية الدينية فايا جارس سوغاي بولوه أنموذجا

. Difficulties of The Slow Learner in Reading Skill: Sekolah Rendah Agama Paya Jaras Sungai Buloh

Siti Nur Aisyah Binti Abd Khalid
International Islamic University Malaysia

يسعى هذا البحث إلى إكتشاف صعوبات المتعلم البطئ في مهارة القراءة باللغة العربية لدى طلبة المدرسة الابتدائية، كما أنها تهدف إلى الطرق للتغلب على هذه المشكلة. وتم اختيار الباحثة المدرسة الابتدائية الدينية فايا جارس سوغاي بولوه لاكتشاف المتعلم البطئ في منطقة ريفية تقع خارخ المدن والبلدات. ويتبع هذا البحث المنهج الوصفي والتحليلي لدراسة الواقع التعليمي. فتشتمل عينة هذا البحث على كل المعلمين الماليزيين الذين يعلمون الطلبة في المدرسة الابتدائية الدينية فايا جارس سوغاي بولوه وعددهم 42 معلما. وجدت الباحثة بأن المتعلم البطئ في المدرسة الابتدائية الدينية فايا جارس سوغاي يواجهون الصعوبات في مهارة قراءة اللغة العربية. ومن أعظم الصعوبات التي يواجهها المتعلم البطئ في القراءة هو الصعوبة عند قراءة الجملة الطويلة بطلاقة بسبب القدرة المعرفية المحدودة. هي تنظيم الأنشطة الإبداعية والنشطة التي تركز على الألعاب التعليمية أو التقنيات الأخرى بقدر الإمكان إذ أن المعلمين يلعبون دورا هاما في مساعدة المتعلمين البطيئين على تحسين مهاراتهم في قراءة باللغة العربية من خلال القيام بتقنيات المختلفة.

****

Friday Parallel Session I – 9:00am to 10:00am
Seminar Room 3
Chairperson: Muhammad Faizuddin Bin Hashim

****

9:00am to 9:20am (Edu/Malay/ID:65)

Standard Kompetensi Guru Dan Hubungan Dengan Pelaksanaan Komuniti Pembelajaran Profesional (Kpp) Di Sekolah Agama Daerah Melaka Tengah

Nurazimah Binti Rosli[1] Mohd Izham bin Mohd Hamzah[1]
Fakulti Pendidikan, UKM Bangi
(E-mail: azimahrosli_90@yahoo.com. izham@ukm.edu.my)

Kompetensi bermaksud kemampuan atau kecekapan seorang guru dalam melakukan tugasan di sekolah sebagai seorang yang professional. Kompetensi juga merujuk kepada kemampuan seseorang dalam melaksanakan sesuatu yang diperolehi melalui pendidikan dan juga merujuk kepada prestasi dan perbuatan yang rasional untuk memenuhi spesifikasi tertentu di dalam pelaksanaan tugas-tugas pendidikan. Objektif kajian ini dijalankan untuk mengenalpasti tahap kompetensi guru dari aspek amalan, pengetahuan dan kemahiran dengan pelaksanaan Komuniti Pembelajaran Profesional (KPP) di sekolah agama Daerah Melaka Tengah. Kajian ini berbentuk tinjauan deskriptif yang menggunakan borang soal selidik sebagai instrument kajian. Borang soal selidik yang dibina adalah berdasarkan kepada dua kategori iaitu berkaitan amalan KPP dan elemen kompetensi iaitu elemen pengetahuan,

kemahiran dan sikap. Seramai 120 orang guru yang terlibat sebagai responden dalam kajian ini. Data yang dikumpulkan telah dianalisis dengan menggunakan perisian *Statistical Package for Sosial Science (SPSS)* versi 22. Hasil dapatan kajian yang diperolehi menunjukkan tahap kompetensi guru dengan pelaksanaan Komuniti Pembelajaran Profesional adalah tinggi iaitu skor min yang diperoleh 4.56. Dapatan kajian juga menunjukkan tidak terdapat perbezaan yang signifikan terhadap tahap kompetensi berdasarkan faktor umur dengan nilai signifikan 0.059 melebihi 0.05. beberapa cadangan untuk penambahbaikan juga dikemukan dalam kajian ini antaranya guru perlu menyediakan diri dengan pengetahuan dan kemahiran yang secukupnya. Hasil dari dapatan kajian ini dapat digunakan sebagai panduan kepada guru-guru di sekolah agama Daerah Melaka Tengah untuk mencapai Standard Kompetensi Guru.

Kata kunci : *Kompetensi, Guru, Komuniti Pembelajaran Profesional*

****

9:20am to 9:40am (Edu/Malay/ID:75)

Penggunaan Media Dalam Kalangan Ibu Bapa Kanak-Kanak Autisme

Muhammad Faizuddin Hashim[1], Elviza Marjali[2] dan Zarith Sofina Azahari[3]
[1,2,3]Universiti Kebangsaan Malaysia, Bangi, Malaysia
(E-mail: faizuddinhashim@gmail.com, elviza11@gmail.com, sofinaazahari@gmail.com)

Autisme merupakan kecelaruan perkembangan yang membawa impak terhadap kemampuan seseorang kanak-kanak berkomunikasi dan berinteraksi dengan orang sekelilingnya. Statistik terkini menunjukkan peningkatan dalam prevalens autisme iaitu 1 daripada 70 orang kanak-kanak akan menghidap autisme (Center for Disease Control and Prevention of United States, 2018). Hal ini membawa kepada kepentingan kesedaran masyarakat untuk mengetahui maklumat berkenaan autisme. Ibu bapa merupakan golongan paling dekat dengan perkara ini kerana autisme boleh dikesan seawal umur dua tahun. Hal ini menjadi peranan ibu bapa untuk mendapatkan rawatan yang sepatutnya jika anak mereka disahkan menghidap autisme. Maka, keperluan maklumat berkaitan autisme perlu disebarluaskan terutamanya kepada golongan ibu bapa untuk mengesan tanda-tanda awal autisme. Namun, bukan itu sahaja, keperluan penyebaran maklumat ini juga dilihat sebagai satu kepentingan untuk disampaikan kepada orang awam kerana masyarakat dilihat masih belum memahami dengan baik berkenaan autisme dan mula memberi tanggapan negatif terhadap golongan kanak-kanak sebegini. Kadang kala masyarakat terkeliru antara autisme dengan down sindrom walhal dua penyakit ini adalah berbeza sama sekali. Oleh yang demikian, media dilihat sebagai satu medium yang berupaya untuk menyebarluaskan maklumat malah ibu bapa juga turut menggunakan media untuk mendapatkan maklumat-maklumat autisme dalam mengendalikan anak autistik mereka. Jadi, kajian ini ingin meneliti penggunaan media dalam kalangan ibu bapa sama ada bagi mendapatkan maklumat mahupun menyebarkan maklumat berkenaan autisme. Kajian ini menggunakan kaedah temubual mendalam dengan menemu ramah 5 orang ibu bapa kanak-kanak autisme yang dipilih secara rawak hasil bantuan daripada Makmal Autisme Fakulti Pendidikan Universiti Kebangsaan Malaysia. Ibu bapa yang telah dipilih sebagai informan dalam kajian ini merupakan ibu bapa yang menghantar anak autistik mereka ke makmal autisme tersebut untuk mendapatkan khidmat pendidikan awal kanak-kanak autisme.

Kata Kunci: *Autisme, Ibu Bapa, Media*

****

Aplikasi Android Kursus Pengajian Malaysia Terhadap Pelajar Jabatan Teknologi Maklumat Dan Komunikasi, Kajian Di Politeknik Sultan Idris Shah

Noorwati Binti Mohd Dawam[1], Tengku Radziatan Mardziiah Bt Tengku A. Razak[2], Nurul Amalia Binti Ruslan[3], Mohammad Izzuddin Hilmi bin Mohamad Zaini[4]

[1,2]Jabatan Pengajian Am, Politeknik Sultan Idris Shah, Sg.Lang, Selangor
noorwati.dawam@psis.edu.my, tengku_mardhiah@psis.edu.my
[3,4]Jabatan Pengajian Am, Politeknik Sultan Idris Shah, Sg.Lang, Selangor
NurulAmalia@psis.edu.my, Izzuddinhilmi@psis.edu.my

Inovasi ini dihasilkan dengan menggunakan perisian powerpoint dan menggunakan perisian APK untuk disenergikan menjadi salah satu aplikasi android yang boleh di muat turun oleh pelajar. Objektif perlaksanaan inovasi aplikasi android ini ialah mengetahui persepsi pelajar terhadap aplikasi android dan penerimaan pelajar terhadap penggunaan aplikasi android ini dalam subjek Pengajian Malaysia. Kajian inovasi ini dilaksanakan terhadap 82 orang pelajar dari semester satu Jabatan Teknologi Maklumat dan Komunikasi (JTMK), Politeknik Sultan Idris Shah. Metodologi kajian ini menggunakan soal selidik dan dianalisis menggunakan SPSS. Dapatan kajian menunjukkan bahawa aplikasi android ini mesra pengguna dan memberikan informasi yang berkesan dalam pembelajaran & pengajaran kursus pengajian Malaysia.

Kata Kunci: Pengajaran dan pembelajaran, Pengajian Malaysia, Android

****

9:00am to 9:20am (Edu/Eng/ID:139)

The Roles of Islamic Finance Educators in Promoting Education for Sustainable Development

Romzie Rosman[1] Afiza Mohamad Ali[1]
[1]Universiti Islam Antarabangsa Malaysia
(E-mail: romzie@iium.edu.my, drfiza@gmail.com)

Education is UNESCO's top priority because it is a basic human right and the foundation that build peace and drive sustainable development. This effort made by UNESCO since 1992 and the new 2030 Agenda for Sustainable Development reflects the important of education system to define their relevant learning objectives and learning outcomes. This is reflected as one of the Sustainable Development Goals which explicitly focus on education which is Sustainable Development Goal 4. Moreover, International Islamic University Malaysia (IIUM) which is now 35 years old since 1983, was founded upon Islamic principles should promote quality education for mankind and produce balanced graduates. IIUM is unique in a way that the objective of the University has been to redefine the concept of education practiced in a liberal and secular environment by integrating Islamic revealed knowledge and human sciences. Hence, it aspires to produce better quality intellects by integrating the qualities of faith, knowledge and good character. The objective of this paper is to present the university educators vision in promoting education for sustainable development. This paper discusses the opinion of Islamic finance educators in implementing the proposed framework on the competences for educators in education for sustainable development namely: (i) learning to know; (ii) learning to do; (iii) learning to live together; and (iv) learning to be, in the context of both conventional and Islamic perspective. Also, the issues in developing education for sustainable development for Islamic finance education are highlighted. The paper adopts qualitative method by interviewing Islamic finance educators in IIUM Institute of Islamic Banking and Finance to understand the issues and discuss the opinion on the sustainable education framework on competences. It is expected that the findings of this study will contribute to the policy makers in supporting Sustainable Development Goal 4.

****

9:20am to 9:40am (Edu/Eng/ID:144)

Teaching with Internet Technologies in Technology Challenged Classrooms: What Keeps Language Teachers Going

Mohd Fairuz Bin Abdul Talib

(E-mail: at.mfairuz@iium.edu.my)

This article explores the experiences of language teachers in integrating ICT and Internet technologies in their teaching in technologically-challenged classrooms. This qualitative study adopted semi-structured interviews as method of data collection. Three Malay language teachers in a language center of a local university in Malaysia were selected as the participants. Based on the interviews with the teachers, six themes and several subthemes are identified and discussed. The themes are: (a) challenges faced by teachers, (b) intrinsic motivation, (c) extrinsic motivation, (d) altruistic motivation, (e) perceived benefits of using ICT and Internet in teaching, and (f) suggestions for improvement. It was found that motivated teachers will find ways to overcome the challenges they face in order to integrate ICT and Internet in their teaching. However, educational institutions should also improve their existing ICT and Internet facilities so that the teachers' motivation will not be hampered. suggestions by the teachers should also be considered in order to enhance the experiences of teachers and students in language teaching and learning.

Keywords: *ICT and Internet, Language Teaching, Technologically-Challenged Classrooms, Motivation*

****

9:40am to 10:00am (Lg/Eng/ID:164)

Faculty's and students' perceptions on the oral skills necessary for success in medical studies and the extent of oral proficiency problems faced by medical students.

Faridah Abdul Malik Khairiah Othman
Universiti Islam Antarabangsa Malaysia
(E-mail: mfaridah@iium.edu.my,khairiah@iium.edu.my)

Due to the importance of being able to communicate well in English for their studies and future career, this study attempted to compare and contrast between the perceptions of medical students and faculty members on the oral skills that are necessary for success in medical school and the extent of oral proficiency problems faced by the students. To this end, two sets of questionnaire were distributed to 50 faculty members and 256 medical students who were in their clinical years. The results show that there is concordance of opinion by both the medical students and faculty members on the oral English problems as faced by the students. However, it was clear that several of the oral tasks perceived as integral to their success as medical students were not judged with the same gravity as the faculty members. This was an unexpected finding and perhaps it is something worth exploring further. The implications are that the real-life experiences of the faculty members do not correspond to the perceived expectations of the medical students. This is subject to further studies in the future.

Friday Parallel Session I – 9:00am to 10:00am
Classroom 3
Chairperson: Muhammad Syah'izzat Bin Md Taib

****

9:00am to 9:20am (Tourism/ID:140)

E-tourism Map: An Interactive Tourism Web Mapping System and Mobile Apps in Selangor, Malaysia

**Muhammad Nurrahim Ruslan[1], Abdul Rauf Abdul Rasam[1]
and Noraain Mohamed Saraf[1]**
[1]Centre of Studies for Surveying Science and Geomatics, Faculty of Architecture Planning and Surveying, Universiti Teknologi MARA Shah Alam, Selangor, Malaysia.
(E-mail: nurrahimruslan@gmail.com, rauf@uitm.edu.my, noraain.ms@gmail.com)

Tourism is one of the main sectors that have hugely contributed in Selangor's economy by generating incomes from local tourist and foreign tourists who come to Selangor for vacations. The rapid growth of digital technology has been affecting tourism sector that tourists can easily gain information about the tourist attraction places via computer or smartphone. Surveying science and geomatics is not only restricted to the land surveying works. Therefore, this study is conducted to implement the knowledge and techniques from GIS and cartography to develop an electronic atlas system that consists of the tourism information (e-tourism) of Selangor. By using this geomatic-based tourism information system, the users can help to increase integrity and accuracy of the data especially the locations of the attraction places in the state. This proposed system can also support usage on Windows operating system for computer or laptops platform and Android operating system that compatible for smartphone. The system has navigation functions that will assist users to navigate their ways to intended locations. Besides that, it provides useful tourism information such as general information of the place, operational hour, entrance fee and gallery of pictures. Multimedia elements are also included in this e-map such as audio, graphics, animation and video in order to attract the attentions of tourists. The selected respondents have satisfied with the functions developed in this digital cartographic product for user practicality and implementation.
Keywords: E-Tourism, Interactive Map, Mobile App, Web GIS

****

9:20am to 9:40am (Tourism/ID:39)

Islamic Tourism in Southeast Asia: The Concept and its Implementation

Dr. Zubaidi Wahyono and Dr. Mohd Abbas Abdul Razak
(E-mai: zubaidi@iium.edu.my, maarji@iium.edu.my)
Universiti Islam Antarabangsa Malaysia

Tourism has now become an important source of revenue for many countries in the world. The spillover from this booming and lucrative industry impacts positively the other sectors of the national economy in those countries. This situation is not only true in the advanced countries of the world, but also in the Muslim world. In this present study on Islamic tourism the researchers intend to investigate the definition, destination, purpose and ethical issues related to Islamic tourism. Very particularly, the study will focus on the situation in three of the Muslim countries situated in the region of Southeast Asia; namely Malaysia, Indonesia and Brunei. Driven by the passion to study on Islamic tourism, the researchers are interested to know the guiding principles set in these countries in contrast to others in the region. Apart from the crux of the investigation, on the peripheral, this study will also look into the topic of tourism from the Islamic ethical

dimension, mainly referring to the Qur'an and Sunnah. As a qualitative study, the researchers will employ the library research approach in collecting the pertinent data related to the study. By using the textual-analysis method they will scrutinize data collected from online and print materials. It is hoped that this modest research can be a contribution in advancing Islamic tourism in the Malay Archipelago and elsewhere in the world.

Keywords: *Islamic Tourism, Southeast Asia, Malaysia, Indonesia, Brunei*

****

9:40am to 10:00am (Tourism/ID:138)

FOODHUNTER.APPS: A GEOSPATIAL MOBILE AND SOCIAL MEDIA APPLICATION FOR FOOD TOURISM

Noraqila Aiman Abu and Abdul Rauf Abdul Rasam
Centre of Studies for Surveying Science and Geomatics, Faculty of Architecture Planning and Surveying, Universiti Teknologi MARA Shah Alam, Selangor, Malaysia.
(E-mail: noraqilaaiman@gmail.com, rauf@uitm.edu.my)

Food tourism is one of the popular sectors that connecting people around the world. Nowadays, due to the emerging technology era, people tend to rely on using their smart phones as a guide to do something or go somewhere. Some of existing Malaysian tourism websites are limited choices in terms of useful geographic information and interesting interfaces, and therefore FoodHunter.Apps is developed to be more accessible, user friendly and flexible platform to users in Johor. The main aim of the study is to design and develop a geospatial mobile application that can guide users to find the best restaurant around Johor Bahru in a geo-interesting tourism. Three main objectives are set in the study: i) to conduct user assessment for getting public respondents the proposed apps, ii) to design and develop the apps and iii) to assess the apps performance from selected respondents. System Development Life Cycle (SDLC) and Android Studio used to develop the apps. The results of this FoodHunterApps are fascinating where 82.9% of the respondents agreed to develop a geospatial mobile platform for a user-friendly Johor tourism information system. FoodHunterApps could be used in deciding which restaurant is the best by looking at the rating, price, reviews and other features that related. The apps also demonstrated its functional practicality in searching food information in the study area.

Keywords: *FoodHunterApps, Food Tourism, Geospatial, GIS, Mobile Apps*

Friday Parallel Poster Presentation – 3:00pm to 4:20pm
Classroom 5
Panel: Dr. Mazni Binti Saad, Dr. Rafidah Bt. Sahar, Dr. Nur Hidayah binti Abd Rahman
****

Lg/Eng/ID:116

Exploring Multi-Party Interaction in Tv Talk Show: Non-Verbal as Resources for Cooperative Interruption

Aida Sahira Mohd Azalan and Nur Nabilah Abdullah
International Islamic University Malaysia
(E-mail: sahiraazalan22@gmail.com, nnabilah@iium.edu.my)

Interruption in conversation does not necessarily have to be negative as it could also be viewed as something positive such as for maintaining and progressing a conversation (Amalia, 2016; Li, 2001). This paper aims to explore interruption practices in a Malaysian television (TV) talk show called the DOPStv (Deen of Peace Studios), an islamic lifestyle talk show. The data was collected from the online YouTube videos in which the series on 'couple talk' was selected as the TV talk show represented a multi-party interaction where more than two speakers were involved in the talk. Using the conversation analysis approach, this study analysed how interruption was managed by the participants in the TV talk show. The findings suggested that the participants in the DOPStv talk show utilised the use of non-verbal cues as resources for cooperative interruption such as to provide assistance, agreement and clarification in a multi-party interaction.

Keywords: cooperative interruption, conversation analysis, non-verbal, multi-party interaction, TV talk show

****

Highlights On Cultural Intelligence Among Malaysian Armed Forces and Future Research Terrain

Dinie Asyraf Salehan, Muhammad Shafiq Azid, Muhammad Salim Muhammad Tufail and Mejar Hilmi Azani Husain
Universiti Pertahanan National Malaysia
(E-mail: dinieasyraf@upnm.edu.my, mshafiq@upnm.edu.my, salim@upnm.edu.my, hilmiazani@upnm.edu.my)

Cross-cultural interaction is now a household term since human movements are no longer restricted by physical borders. From the inception of globalization, the advancement of technology and the ease of travelling, people migrate across the globe to realize targets. Often, those targets are business, education, tourism or to commence with new life's episode. The means of military is also the cause of people's mobility. When people start to live in multicultural settings, there comes the need for communication among members of community with diverse cultural backgrounds. Cultural intelligence (CQ) is relatively new which arises as a response to the issue of failures in intercultural communication. In addition, CQ in education is another important aspect that is worthy of focus since education could assist in nurturing individuals who are highly competent in CQ, including military personnel. This study will provide highlights on studies of CQ in military and education as well as suggestions for future studies.

Keywords: *culture intelligence, CQ, military, Malaysia, education*

****

Language, Gestures and Movement As Evasion Strategies Used By Dato' Seri Najib In News Interview

Wan Muslihah Wan Mustaffa and Nur Nabilah Abdullah
International Islamic University Malaysia
(E-mail: wanmuslihah96@gmail.com, nnabilah@iium.edu.my)

The news interview is regarded as a form of institutional talk where the interaction process between the participants differs from an ordinary conversation in which the course of interaction in news interviews is an exchange of question-answer (Clayman and Heritage, 2002). This paper aims to explore evasion practices used by Dato' Seri Najib in an exclusive interview episode '101 East' broadcasted live by Al Jazeera Channel last 26th October 2018. The data was collected from the online YouTube videos in which the participants in the 101 East were between the host interviewer Mary Ann Jolly and the guest interviewee Dato' Seri Najib. Using the conversation analysis approach, this study analysed how the interviewee evaded from answering controversial questions in news interviews. The findings suggested that language, gestures and movement were used by the interviewee as evasion strategies to avoid from answering and to terminate topics in news interviews.

****

The Framing of 'Keling' in Malaysian Politics: A Content Analysis of News and Social Media

Nurul Sofia Seth Binti Abdul Rahim Seth, Rafidah Binti Sahar
International Islamic University Malaysia
(E-mail: nurulsofiaseth@gmail.com, srafidah@iium.edu.my)

In political communication field, framing is a concept referring to journalistic point of view that emphasises one aspect of political issue over another. Framing has powerful shaping influences on the audience's interpretation of issues, events and individuals. Against this background, this paper presents research findings of a qualitative-based study on the news and social media's framing of 'Keling' in Malaysian politics. The usage of 'keling' is considered as an ethnic slur in Malaysian society. When Tun Dr Mahathir Mohammad, the then former Malaysian Prime Minister, mentioned the word 'keling' in his speech, it has caused a ruckus in the news and social media. Based on the News Framing theory, a content analysis was conducted on news and social media in the period surrounding the event to determine the usage of news frames of 'Keling'. This paper concludes that research findings of the study might contribute significantly to the knowledge of framing studies in political communication.

Keywords: *Framing, Keling, social media, Malaysia, politics*

****

Edu/Eng/ID:104

Assessing The Knowledge of Business and Accounting Students Towards Plagiarism

Norjiah Muslim, Noor Malinda Mohamad Mohan and Nor Azah Jahari
Universiti Selangor
(E-mail:nojia@unisel.edu.my, malinda@unisel.edu.my, azahjahari@unisel.edu.my)

In today's education industries, plagiarism among students has become a serious issue and higher institution are required to devote increasing time and resources to fight it. The current boundless utilization of the internet, versatile and remote gadgets has made it easier for students to illicitly get access to data and the opportunities for plagiarism among students appear to be on the rise. Plagiarism is a form of academic dishonesty. Psychology theory and study demonstrates that a thorough knowledge of an individual's perspective of an issue or problem is an important requirement for a successful change in the attitudes and behaviors of a person. However, continuous practice of plagiarism will produce incompetent and unethical graduates who have no integrity. Therefore, the purpose of this study attempting to discuss and examine the students' knowledge towards plagiarism. Convenience sampling were used to collect the data and 323 first year business and accounting students from one of the private higher education institution in Malaysia. Data collected from the questionnaires were analysed by employing independent t-test. The results revealed that there was a significant difference in score between the two groups by knowledge with diploma's student scoring higher than bachelor degree's student. The result also showed that there is a significant relationship between education level and gender on students' knowledge towards plagiarism. Based on the findings, universities and educators need to be more proactive in developing strategies to nurture students' awareness of the unacceptability of plagiarism. Recommendations on ways to combat plagiarism among higher institutions students will be proposed.

Keywords: plagiarism, higher institutions, integrity, academic dishonesty

****

Edu/Eng/ID:67

Intercultural Competency and Student Travel

Nur Sabirah binti Sazli and Rafidah Binti Sahar
International Islamic University Malaysia
(E-mail: sabirahsazli@gmail.com, srafidah@iium.edu.my)

Today, student travel represents one-fifth of all international arrivals in a travel industry, commanding a market value of $320 billion. More importantly, student travel facilitates increased intercultural contacts with people from different cultures than before. Against this background, this paper discusses the value of student travel for developing intercultural communication skills and competency. Intercultural communication is one's ability to communicate and behave appropriately across cultures without violating social norms. Using a self-reported inventory

modelled off of Deardorff Intercultural Competence framework (2006), an online survey was conducted with 105 undergraduates at a Malaysian university. Results revealed that female students appeared to be more open towards intercultural interaction than male. Moreover, students who were self-funded and travelled alone reported higher intercultural competency than others. This paper concludes that in today's higher education context, student travel is one platform that can develop students' intercultural competency in an increasingly multicultural population.

Keywords: *Intercultural competence, student travel, gender, Malaysia*

****

Tourism/ID:33

Exploring Possibilities of Islamic Tourism in Malaysia

Nor Afifin Nadia M Noor Azman, Nur Najwa Zulkifle and Siti Salwa Md Sawari
International Islamic University Malaysia
(E-mail: finnazman16@gmail.com, najwazulkifle23@gmail.com, salwa_sawari@iium.edu.my)

Malaysia is one of the country that rich in diversities, heritages and cultures, however, it is clearly declared that the official religion of the country is Islam. The fact, Islam is the official religion makes it easier to market Malaysia as an Islamic tourism destination. This study emphasizing about Islamic Tourism attribution in Malaysia through Islamic-Malay culture and heritage in Malaysia and its ascription towards economic region. Besides, it is essential to analyze the current trends and opportunities of Islamic Tourism industry in Malaysia. There will be key players in promoting Islamic Tourism industry in Malaysia, especially among the Organization of the Islamic Conference (OIC) countries through holding tourism fairs, festival and exhibition as well as facilitate visa among the OIC countries. The futuristic elements of this paper are aimed to promote Islamic products that can be further developed in terms of its quality of production, the benefit of decision-making among Islamic countries, and the ability to raise the dignity of Islam in the eyes of the world.

Keywords: Tourism, Islamic Tourism, OIC.

****

Tourism /ID:154

International Islamic University Malaysia (IIUM) Student's Acceptance On Virtual Reality (Vr) As A Tourism Marketing Tool
Sub-Theme: Emerging Technology in Planning

NURALIAH ATIKA BINTI MOHD TUKIT and Nur Hidayah Abd Rahman
International Islamic University Malaysia
(E-mail: nr.aliahatika@gmail.com, hidayah_rahman@iium.edu.my)

Youths are very vulnerable to the rapid development of technology specifically on students. The presence of varieties online applications that can be downloaded on their smartphone has been exposed more about technology especially in Virtual Reality (VR) technology. In order to understand the factors that influencing student's perception in determining their acceptance in Virtual Reality by applying Technology Acceptance Model (TAM). Technology Acceptance Model (TAM) is an assessment that used to predict use and acceptance of information systems and

technology by individual user. Technology Acceptance Model (TAM) is consists of seven elements which are Perceived Ease of Use (PEOU), Perceived

Usefulness (PU), Perceived Enjoyment (PENJ), Interest (INT), Personal Innovative (PI) Accessibility (ACC) and Anxiety (ANX). This study will emphasize on three main objectives which are to identify factors that influences student's perception on Virtual Reality (VR) as a marketing tool, to analyze the perception of student's on Virtual Reality (VR) tool by using Technology Acceptance Model (TAM) and to determine the most influence variable using Technology Acceptance Model (TAM) on student's perception. Instrumentation of data collection for this study is a quantitative study by using questionnaires and online survey to 100 students of International Islamic University Malaysia (IIUM) student's in three different campuses which are Gombak, Kuantan and Pagoh. The result of this study displays that the most influence variable in Technology Acceptance Mode (TAM) is Perceived Enjoyment (PENJ) while the least influence variable is Accessibility (ACC). This study highlight is to enhance the potential to revolutionize the promotion and selling of tourism from tourism player specifically marketer on how to market and promote their destination or product by implementing Virtual Reality (VR) technology in their tourism product and service. Therefore, with the implementation of the new technological advancement in tourism and hospitality industry able to boost up the industry itself but also the government and service provider can gain the benefit by applying Virtual Reality (VR) technology in their business as part of the marketing tool.

Keywords: students' acceptance, Virtual Reality (VR), technology, marketing tool

****

Tourism /ID:85

Measuring Tourists'satisfaction with Multiple Mosque Destination Attributes

Nor Afira Yasmin Mohammad Roffeand Siti Salwa Md Sawari
International Islamic University Malaysia
(E-mail: yasminafira@gmail.com, salwa_sawari@iium.edu.my)

The developing of the mosque in Malaysia represent the socio-cultural of Muslim people. Besides being developed as a place for religious activities, the mosque also has other roles to function such as in Malaysia, the mosque was utilized space for learning activities as well as an education center. Mosque tourism can be tourist experience of travel that retreats from the hectic life with expectation and satisfaction. The aim of this paper is to investigate the significant relationship between destination attributes and tourist satisfaction in mosques destination. This study is a quantitative in nature, whereby researcher used questionnaire to assess the tourist satisfaction and mosque destination attributes. Pearson Correlation was employed to identify the relationship among the variables. From the analysis it was found that destination attributes have a positive relationship with tourist satisfaction on mosque destination in Malaysia. This research is necessary to provide a better understanding of the mosque destination attributes in Malaysia focused on tourists' satisfaction in Islamic tourist destination

Keywords: Muslim friendly tourism, Mosque, Islamic Tourism, Tourism.

```
**************************************************
```

Friday Parallel Session II – 4:20pm to 5:40pm
Seminar Room 1
Chairperson: Dr. Julaina Binti Nopiah

```
**************************************************
```

4:20am to 4:40am (Lg/Malay/ID:50)

Bentuk Dan Kedudukan Kata Tanya Dialek Pulau Pinang
Nur Faizzatul Ain Binti Md Fadil, Ismail Bin Jaafar
Universiti Islam Antarabangsa Malaysia
(E-mail: Faizzatulfadil93@gmail.Com, Masteribj@gmail.Com)

Kawasan yang menuturkan dialek Pulau Pinang ini adalah bermula dari kawasan Daerah Seberang Perai Utara , Daerah Seberang Perai Tengah , Daerah Seberang Perai Selatan , Daerah Timur Laut hingga ke Daerah Barat Daya . Walaupun pertuturan di kelima-lima daerah ini mempunyai ciri persamaan dan digolongkan dalam satu dialek iaitu dialek Pulau Pinang, sebenarnya kelima-lima daerah ini mempunyai sub-dialek mereka yang tersendiri. Di dalam komunikasi menggunakan dialek setempat, penggunaan kata akan terlibat secara langsung dan terus. Oleh itu, kata yang kerap sekali diguna pakai menurut khalayak adalah kata tanya. Secara umumnya, kata tanya atau dikenali juga dengan kata soal ini merupakan kata yang diklasifikasikan sebagai penanda aras ayat tanya. Perlu diambil kira bahawa kata tanya bagi setiap dialek adalah berbeza dari segi pengunaannya. Kertas kerja ini memfokuskan kepada penghuraian secara deskriptif mengenai dialek Pulau Pinang iaitu dalam mengenal pasti bentuk-bentuk dan kedudukan kata tanya di dalam dialek Pulau Pinang. Kajian untuk mengenal pasti bentuk-bentuk kata tanya dialek Pulau Pinang ini mempunyai perbezaan kedudukannya daripada bahasa Melayu Standard. Namun, bentuk-bentuk kata tanya di dalam dialek ini masih mampu difahami oleh masyarakat lain. Data kajian akan dikutip daripada penutur natif ataupun masyarakat dialek Pulau Pinang sendiri. Kajian tinjauan ini merupakan kajian inferensi dengan menggunakan data-data kuantitatif yang dipungut melalui borang soal selidik yang diedarkan. Data-data yang bakal diperolehi daripada sampel rawak ini kemudiannya dianalisis dan dipersembahkan dengan statistik perihalan dan ujian signifikan. Keputusan ujian-ujian statistik seterusnya akan memberikan kesimpulan terhadap persoalan yang ingin dikaji.

Kata Kunci: *Dialek, Kata Tanya, Melayu, Pulau Pinang*

```
**************************************************
```

4:40am to 5:00am (Lg/Malay/ID:109)

Memberi Arahan dalam Komunikasi Silang Budaya: Adakah Melanggar Norma Budaya Tetamu Pelancongan?

Roswati Abdul Rashid[1], Mohd Yusri Ibrahim[1], Sh. Mudzalifah Syed Ahmad[1], Rohani Hamzah[1], Roslina Mamat[2] & Masutani Satoshi[3]

[1] Universiti Malaysia Terengganu [2] Universiti Putra Malaysia [3] Rikkyo University, Japan

(E-mail: roswati@umt.edu.my, yusri@umt.edu.my, shmuzdalifah@umt.edu.my, rohani.hamzah@umt.edu.my, linamm@upm.edu.my, masutani@rikkyo.ac.jp)

Pertembungan budaya dalam komunikasi pelancongan boleh mengakibatkan seseorang yang terlibat dalam interaksi sosial dengan orang yang berlainan latar belakang menghadapi kesukaran dan gagal untuk mencapai matlamat komunikasi. Hal ini kerana, komunikasi antara budaya boleh terdedah kepada salah faham, kesamaran makna, dan kekecewaan akibat daripada norma sosial dan budaya berbeza yang muncul dari sistem wacana yang berbeza. Antara komunikasi pelancongan yang ingin diketengahkan dalam penyelidikan ini ialah interaksi dalam sesi lawatan pelancongan yang mana lakuan bahasa yang kerap digunakan semasa mengendalikan sesi lawatan ini ialah memberi arahan. Kertas kerja ini akan meneliti lakuan bahasa memberi arahan di sepanjang sesi lawatan pelancongan yang diujarkan oleh pemandu pelancong. Memberi arahan sangat berkait rapat dengan air muka seseorang, apatah lagi jika melibatkan konteks silang budaya. Penyelidikan kaedah kualitaif ini menggunakan data dari rakaman audio dan visual serta catatan pemerhatian terhadap interaksi lima pakej lawatan pelancongan Free Independence Travel (FIT). Seramai lima orang pemandu pelancong Malaysia berbahasa Jepun dan 17 orang pelancong Jepun terlibat sebagai sampel kajian. Data dianalisis mengikut tema lakuan bahasa memberi arahan Bulm Kulka (1989). Dapatan kajian menunjukkan terdapat penyelarasan dan penyesuaian pada pengujaran memberi arahan. Demi kelancaran komunikasi silang budaya ini, pemandu pelancong mengadaptasi budaya pelancong. Pengujaran arahan walaupun dalam konteks pertembungan budaya, menunjukkan tiada percanggahan dengan norma budaya dan ianya tidak cenderung ke arah tercetusnya konflik antara pemandu pelancong dan pelancong Jepun. Penyelidikan ini diharapkan menjadi landasan dan rujukan kepada pihak yang terlibat dalam pengajaran dan pembelajaran bahasa Jepun terutamanya pengujaran lakuan bahasa memberi arahan dalam komunikasi pelancongan.

Kata kunci – *lakuan bahasa, memberi arahan, pemandu pelancong, pelancongan Malaysia, komunikasi pelanconga*n

****

5:00am to 5:20am (Lg/Malay/ID:122)

Perbandingan Pembentukan Struktur Dan Elemen Morfologi Dalam Ayat Asas Kata Bantu Ragam Perancis-melayu

Mohd Nor Azan Bin Abdullah[1], Musirin Mosin [2] Jeannet Stephen [3]
[1, 3] Pusat Penataran Ilmu Dan Bahasa Universiti Malaysia Sabah.
(Azan@Ums.Edu.My, Jeannets@Ums.Edu.My)

[2] Fakulti Psikologi Dan Pendidikan Universiti Malaysia Sabah
(Musirin@Ums.Edu.My)

Kajian ini memfokus kepada perbandingan konstruksi struktur kata bantu ragam dalam ayat asas dan elemen morfologi di antara bahasa Perancis yang berasal daripada rumpun Indo-Eropah dengan bahasa Melayu yang beribukan rumpun Austronesia. Kedua-dua bahasa daripada induk bahasa yang berlainan 'mungkin' memperlihatkan perbezaan dan persamaan struktur asas sintaksis berdasarkan elemen linguistik kata bantu ragam, khususnya dalam pembinaan ayat mudah. Metodologi kajian ialah kajian perpustakaan berdasarkan dokumen tatabahasa bagi kedua-dua bahasa. Dapatan kajian menunjukkan wujudnya persamaan dan perbezaan konstruksi penggunaan kata bantu ragam tersebut. Contohnya < Il peut chanter [Subjek + kata bantu ragam + kata kerja] > yang membawa maksud < Dia boleh menyanyi [Subjek + kata bantu ragam + kata kerja] >. Dalam contoh tersebut, kedua-dua struktur ayat kata bantu ragam " Pouvoir = Boleh" yang membawa maksud berkeupayaan, mempunyai struktur binaan golongan kata yang sama akan tetapi elemen linguistik yang membentuk sintaksis adalah mengikut sistem morfologi fleksi merujuk kala waktu, gender, jamak atau tunggal serta mempunyai makna gramatikal bagi bahasa Perancis. Bahasa fleksi memiliki morfologi yang sangat unik dan kompleks. Kata bantu ragam < pouvoir > mempunyai tiga elemen radikal iaitu < peu, pou dan peuv > akan mengalami penambahan elemen akhiran mengikut kata ganti nama yang diwakilinya seperti dalam contoh yang diberikan < il [kata ganti nama diri ketiga dan tunggal] peut ['peu' kata radikal dan ditambah sufiks 't' merujuk subjek kata ganti nama diri ketiga serta diikuti dengan dengan kata kerja infiniti "chanter" iaitu kata kerja asal yang tidak dikonjugasi mengikut subjek. Elemen morfologi "me" bagi bahasa aglutinasi "menyanyi" yang menyusuli kata bantu ragam, menerbitkan kata kerja derivasi sebagai pelengkap kepada ayat kata bantu ragam. Kata kerja yang terletak dibelakang kata bantu ragam bertujuan menerangkan perlakuan pada kata kerja tersebut. "boleh menyanyi" bermakna berkeupayaan untuk menyanyi. Kepentingan kajian ini akan memberikan pengetahuan tatabahasa kata bantu ragam bagi kedua-dua bahasa tersebut.

Kata Kunci: *Perbandingan, Struktur, Morfologi, Kata Bantu Ragam, Perancis-melayu*

****

5:20am to 5:40am (Lg/Malay/ID:160)

Resam Padi Dalam Peribahasa Melayu: Pendekatan Semantik Inkuisitif

Julaina Binti Nopiah
International Islamic University Malaysia
(julainanopiah@gmail.com)

Peribahasa dihasilkan melalui ilham yang tercetus akibat pengamatan dan tafsiran masyarakat silam terhadap alam persekitaran yang memperlihatkan ciri-ciri yang bertepatan dengan sifat manusia. Alam persekitaran dan keadaan sekeliling merupakan sumber inspirasi dan dijadikan simbol dalam sesuatu peribahasa. Penggunaan peribahasa berkaitan resam padi yang lazimnya menjadi ikutan masyarakat Melayu melalui sifatnya yang menunduk, memberikan ilham kepada pengkaji untuk menerokai akal budi yang tersembunyi di sebalik penciptaan peribahasa ini. Sehubungan itu, tulisan ini bukan sahaja ingin melihat hubungan antara bahasa dan pemikiran,

tetapi sebaliknya cuba mencungkil akal budi Melayu menerusi resam padi yang ditonjolkan dalam peribahasa Melayu dengan menggunakan pendekatan Semantik Inkuisitif. Justeru itu, data peribahasa yang berkaitan diambil daripada pangkalan data www.malaycivilization.com dan Kamus Istimewa Peribahasa Melayu (1989). Analisis rangka rujuk silang dilakukan terhadap deria rasa yang terdapat dalam kiasan Melayu berdasarkan data korpus yang wujud. Gabungan RRS dengan maklumat budaya mendalam mampu menghasilkan penghuraian makna kiasan Melayu sehingga ke akal budi penuturnya. Hasil kajian mendapati resam padi yang menunduk telah dikonsepsikan sebagai sifat rendah diri. Tingkah laku positif dan negatif ditonjolkan menerusi perbandingan padi dan lalang dalam peribahasa. Kesimpulannya, peribahasa yang dicipta oleh masyarakat Melayu dahulu bukanlah sekadar ungkapan kosong yang menarik, tetapi sebaliknya tersembunyi pelbagai ilmu dan falsafah yang tinggi seandainya kita amatinya dengan teliti.

Kata kunci: *Padi, Peribahasa Melayu, Akal Budi Melayu, Semantik Inkuisitif (SI)*
****

Friday Parallel Session II – 4:20pm to 5:40pm
Seminar Room 2
Chairperson: Akhmal Hakim Bin Mohamad

****

4:20am to 4:40am (Lg/Eng/ID:11)

Language Maintenance and Shift Among Minangkabau Descendants in Negeri Sembilan, Malaysia

Natasha Binti Zuhaimi and Farrah Diebaa Binti Rashid Ali
(E-mail: tashazuhaimi@gmail.com, farrahdiebaa@iium.edu.my)
International Islamic University Malaysia

There are many studies on language maintenance and shift recorded in Australia, the United Kingdom and America (Holmes, 2013). However, there is an insufficient amount of research done on a similar topic in Malaysia. One of the minorities living in Malaysia is the Minangkabau community. In this study, five families have been interviewed to find out the factors that contribute to the language maintenance and shifts among some of the descendants of the Minangkabau in Negeri Sembilan. It is found that close contact with the family members in the homeland - Indonesia and having a positive attitude towards the heritage language facilitate language maintenance process. On the other hand, social-economy factor and intermarriage have been reported as the major reasons why they have shifted to the dominant language.

Keywords: *Language Maintenance, Language Shifts, Minangkabau Language, Negeri Sembilan, Malaysia*

****

4:40am to 5:00am (Lg/Eng/ID:17)

A critical Review on Oral English Communication skills (OECS)

Prodhan Mahbub Ibna Seraj and Hadina Bt. Habilb
(E-mai: mahbub@graduate.utm.my,hadina@utm.my)
Universiti Teknologi Malaysia (UTM), Johor

In this digital era, English is such a Lingua Franka which is important to fill up our daily offline and online communication activities in all spheres of our life. Thus, EFL learners (graduate level) need to be skilled in oral English communication in functioning professional operation effectively in a future career. It is observed that a graduate with good oral English communication skills (OECS) has a better chance in career advancement and promotion rather than one who does not. This critical review on 33 research papers from 2010 to 2019 chosen from the database of Springer and Scopus using selecting criteria of PRISMA model (2009) and analyzing through NVIVO (12 version) aims to explore causes for poor OECS, teaching techniques for OECS, types of OECS, functions of OECS and assessment procedure of OECS. The prime results of this study are shown that there are several causes e.g. anxiety, teaching techniques e.g. using technology, types e.g. oral presentation, functions of OECS e.g. interpersonal interaction and assessment procedures e.g. School-based assessment for OECS. The analysis of this study is conducted for a detailed description of the concepts and ideas on teaching and learning OECS effectively and functionally. However, the result of this study would provide in-depth understanding and insights on OECS for teachers who are teaching at University level, administrators who are involved to design courses and above all graduate level learners in EFL contexts.

****

5:00am to 5:20am (Lg/Eng/ID:32)

Language Maintenance and Shift among Siamese Community in Malaysia

Nur Auni Rabi'atul 'Adawiyah bt Wahab and Farrah Diebaa Rashid Ali
(E-mail: auni.wahab@gmail.com,farrahdiebaa@iium.edu.my)
International Islamic University Malaysia

Although many studies have been conducted to investigate issues related to language maintenance and shift among the minority communities in the world, there was no study reported on the Siamese community in Malaysia. This study was conducted to investigate the factors that lead to either the maintenance or shift of the Thai language among the Siamese community in Malaysia. The study reveals that only one family was still maintaining their heritage language while the other four families have shifted to Malay and English. It is found that positive attitude towards the heritage language and frequent visit to Thailand were the factors that help the family maintain their heritage language. However, the rest of the families have shifted to other languages due to the economical social, political factors. Intermarriage and education were the most commonly mentioned factors.

Keywords: *Language Maintenance, Language Shift, Siamese Community, Thai language, Malaysia*

****

5:20am to 5:40am (Lg/Eng/ID:37)

Language Maintenance and Shift Among Filipino Community in Malaysia
Nur Izzah Binti Mohd Rosli and Farrah Diebaa Rashid Ali
(E-mail: izzahrosli20@gmail.com,farrahdiebaa@iium.edu.my)
International Islamic University Malaysia

This paper addresses the study of language maintenance and shift conducted among Filipinos community in Malaysia. The objectives of this study are to investigate whether families of Filipinos community in Malaysia maintain their native language and to identify what are the factors to the maintenance or shift. This study also aims to identify if there are any actions taken by the Filipinos community in Malaysia for the maintenance of their heritage language. Participants involved in this study are five Filipinos families that migrated to Malaysia and currently living in this country. It has been discovered that the first generation of the Filipinos families are still maintaining their native language, however, the second generation of the families are slowly shifting towards the dominant languages which are English and Malay. The reasons contributing to the language maintenance are interaction among family members, positive attitudes towards native language, degree and frequency of contact with the homeland and the domains of use. Meanwhile, the reasons causing to the language shift are social factor, political, economy, education, intermarriage, demographic, attitudes and values as well as lack of institutional support. It also has been found that there were minimal actions taken by Filipinos community in Malaysia to maintain their heritage language.

Keywords: *language maintenance, factors language shift, Filipinos community, Malaysia*

****

Friday Parallel Session II – 4:20pm to 5:40pm
Seminar Room 3
Chairperson: Farrah Diebaa Bt Rashid Ali

****

4:20am to 4:40am (Lg/Eng/ID:41)

Types and Sources of Spelling Errors: An Analysis On Indigenous Students' Works
Nurul Atiqah Johar and Farrah Diebaa Rashid Ali
(E-mail: Cnurulatiqah@gmail.com, Farrahdiebaa@Iium.Edu.My)
International Islamic University Malaysia

The most crucial part of writing is the spelling as non-standard or wrong spelling may distort the delivery of messages which often lead to miscommunication. As the number of studies looking at the indigenous students' writings in Malaysia is limited, this paper aimed to identify the types

and sources of spelling errors committed by the indigenous students of SMK Ulu Kinta, Perak. Forty-five secondary two students were selected to participate in this study. There were seven types of spelling errors found in the students' writings - substitution, omission, insertion, confusion, contraction, transposition and punctuation. Amongst the types of errors committed by the students, substitution and omission were the most common. It was also observed that both intralingual and interlingual factors contributed to why the students committed those errors. Keywords: types of spelling errors, source of spelling errors, English as a second language and indigenous students Bibliography: Nurul Atiqah Johar is a final year student at the Kuliyyah of Languages and Management, International Islamic University Malaysia. She also has a diploma in Teaching English as A Second Language from Kolej Poly-Tech Mara Kuala Lumpur (2015). She is interested in English linguistic especially morphology and planning to pursue her study in English linguistic among indigenous in Malaysia.

****

4:40am to 5:00am (Lg/Eng/ID:40)

An Analysis On Newly Introduced English Verbs In Oxford English Dictionary: Levin's Taxonomy Of Verb Classification

Najwa Amanina Bizami and Farrah Diebaa Rashid Ali
(E-mail: najwabizami@gmail.com, Farrahdiebaa@Iium.Edu.My)
International Islamic University Malaysia

Levin (1993) proposed that English verbs can be classified according to their semantic and syntactic features to show micro-differences among them. This study focussed on the applicability of Levin's verb classification model and its extended version, VerbNet in classifying the 185 newly added verbs of 2016 until 2018 in Oxford English Dictionary. It is found that Levin's model and VerbNet are still useful in classifying these new English verbs. However, this study also discovered that there are 14 novel main verb classes needed to be introduced to classify 23 newly added verbs that cannot be categorized using Levin's model of verb classification and VerbNet. These novel verb classes were labelled based on the semantic and syntactic guidelines provided by VerbNet and University of Colorado.

Keywords: *Verb Classification model, Verb classification theory, Newly-introduced word, Oxford English Dictionary*

****

5:00am to 5:20am (Lg/Eng/ID:62)

The Use of Persuasive Language In Extremist Groups: A Case Study Of Isis Online Communication

Tengku Azriana Zainab Tengku Anuar Mussaddad
International Islamic University
(E-mail: tengkuazriana@gmail.com)

The uprising influence and terrorizing threats by extremist groups such as Islamic State of Iraq and al-Sham (ISIS) place a great importance on the use of persuasive language as a solid strategy in communicating their ideologies. ISIS' ability to exploit the use of the Internet in order to spread their message has resulted in the increase of its members. Numerous propaganda videos released by ISIS on online platforms are highly persuasive and has the potential to attract new recruits to join them in the battlefield against the West. This research examines the use of persuasive language by ISIS in their online communication, specifically focusing on their online recruitment videos. The primary focus of this research explores the theoretical aspects of persuasion in communication studies and how it is applied in the making of ISIS online speech content. A total of two ISIS videos were purposively selected as samples for this study. Each video showcased the speech given by one ISIS member from the East (Indonesian) and another from the West (Canadian) respectively. This research applied an eclectic approach using both qualitative content analysis and rhetorical analysis to achieve its objectives. The persuasive elements observed in ISIS online persuasive speech was tabulated in accordance to the Aristotle's rhetorical appeals as its main theory for analysis. Furthermore, a sociolinguistics comparison was employed to understand how ISIS online persuasion speech content varies between speakers of different linguistic backgrounds. The analysis of the findings provides an insight on what modes of persuasion are used in ISIS online communication.

Keywords: *persuasion, persuasive language, rhetoric, ISIS, online communication.*

****

5:20am to 5:40am (Lg/Eng/ID:161)

Learning Strategies: Perceptions On Using Songs and Movies in Learning a Foreign Language
Adlina Amani Abdul Razak[1], Shahrul Nizam Mohd Basari[2]
International Islamic University Malaysia
(E-mail: adlinarazak13@gmail.com, shahnzmb@iium.edu.my)

In the current era, movies and songs are very common in our daily lives; hence language learners should utilize these strategies in acquiring a new language, especially when their benefits and advantages have been highlighted in many studies. However, there are still some limitations that are faced by instructors and learners when integrating songs and movies in language learning. Thus, this paper aims to explore i) the perceptions of IIUM students on the integration of movies in foreign language learning and ii) the perceptions of IIUM students on the integration of songs in foreign language learning. This study employed the quantitative research design. It used online questionnaires which were analysed using descriptive statistics. From the findings, it is found out that the majority of the students have positive perceptions towards the integration of both songs and movies as a strategy in learning a foreign language. Upon completing the paper, the main limitations that were faced by the researcher were to get the targeted respondents to answer the questionnaires and also time constraint.
Keywords: Language learning strategies

****

****

4:20am to 4:40am (Lg/Eng/ID:27)

Critical Discourse Analysis of the Nigerian President's Speech at The 73rd Session Of The Un General Assembly

Ibrahim Sani Dauda[1] and Haryati Bakrin[2]
[1, 2] School of Languages, Civilisation and Philosophy,
Universiti Utara Malaysia
(E-mail: sanidauda73@yahoo.com , haryati@uum.edu.my)

Inspired by Critical Discourse Analysis (CDA) perspective, this paper examines a spoken political discourse delivered by the Nigerian President, Muhammad Buhari, at the 73rd session of the United Nations (UN) General Assembly in 2018. Specifically, it seeks to achieve the following objectives: (a) to explain how the text achieves its coherence and cohesiveness, (b) to examine the foregrounding information, (c) to examine the backgrounding information. The speech for this qualitative descriptive study was downloaded from the internet through Google Search Engine and later transcribed. The analysis of the textual cohesion and cohesiveness is based on Halliday and Hasan's (1976) Cohesion Theory. On the other hand, Huckin's (1997) model of Critical Discourse Analysis is used to examine the foregrounding and backgrounding information. The analysis shows that the President emphasises on three global issues, namely, (a) global crisis, conflict, war and threats to peace, (b) migration, and (c) corruption. It also shows how domestic issues were left out by him. The analysis further reveals how the President makes the speech cohesive and coherence through the pervasive use of the reference marker "we" as a presupposing item of the Nigerian people, United Nation and Africa. The implication of this study is that CDA can serve as an in-depth technique that exposes the implied and left out ideologies in political speeches. Through the CDA technique, this paper has also brought to light the main messages of President Muhammad Buhari's speech.
Keywords: Critical Discourse Analysis, cohesion, coherence, foregrounding, backgrounding

****

4:40am to 5:00am (Lg/Eng/ID:47)

"Can We Do a Turtle?" – An Exploratory Study On Semi-Technical Vocabulary in MMO Gaming

Hasnyzar Hussin[1], Afiza Mohamad Ali[2]
International Islamic University Malaysia
(E-mail: hasnyzarhussin@gmail.com, drfiza@iium.edu.my)

The rapid development of Massively Multiple Online Games (MMOGs) over the years has enabled players from different geographical, cultural and linguistic backgrounds to meet, play and communicate with each other online in the context of gaming. Such setting forms a breeding

ground for new language to emerge, particularly the language of gaming. However, research on gaming language has not done justice to how fast the industry has grown with arguments on creating an MMO-gamer or M-gamer corpus in linguistics study. This exploratory study aims to investigate the discourse of gamers through an analysis of semi-technical words used in gaming genre in relation to English for Specific Purposes (ESP). This study also seeks to examine the different in-gaming contexts in which these semi-technical words exist. Data was collected using a qualitative research design, via cyber-ethnographic hands-on approach, or 'lurking', in order to experience the socio-cultural in-game context itself and also through a self-compiled list of in-game vocabulary related to gaming. Results revealed varied and peculiar semi-technical words suggesting the exclusive but commonly shared knowledge of in-game language among gamers. Implications of the study are also highlighted.

Keywords: *MMOG, English for Specific Purposes, semi-technical vocabulary, gaming language*

****

5:00am to 5:20am (Lg/Eng/ID:51)

Investments in The Student-debater Identity Formation: A Pilot Study

Siti Musliha Sulhajjar Binti Muhamad and Afiza Mohamad Ali
(E-mail: s.muslihasulhajjar2301@gmail.com, drfiza@iium.edu.my)
International Islamic University Malaysia

A debate competition has long been an academic platform to express views, arguments and opinions via language. In fact, debate has been exalted into large tournaments to discuss certain topics and issues critically and intellectually. This pilot study investigates two language student-debaters understanding of debating and how, as language learners themselves use this platform to invest themselves both in language and debating skills. The qualitative study examines the students' investment as reflected by their practices in debating based on in-depth semi-structured interviews. The results showed that the students considered three main elements in debate which are the language use in the debate, the skills that the debaters need to acquire and background knowledge needed for the motions. The students' investments were reflected via their language and debating practices to enhance all the three elements. Based on the interviews, they portrayed the student-debaters' investment in the debating practices in mastering the particular language that they use in debating and possessing all the required skills, with the assistance of the right attitude which then formulated the identity of a debater.

Keywords: *debate, student-debater, identity, investment, practices*

****

5:20am to 5:40am (Lg/Eng/ID:97)

Pronunciation…the Orphanised Skill in Malaysia

Surinder Kaur Satwant Singh
Universiti Pertahanan Nasional Malaysia
(E-mail: surinderkaur@upnm.edu.my)

An interesting finding via a recent study on the state of pronunciation teaching and learning in Malaysia by Hilmi, Aqilah & Abdul Halim (2015) revealed a shift in the teaching of the English

Language at tertiary levels recently, recognising pronunciation as a pertinent skill that contributes to students' overall communicative competence. This shift is imperative, as it caters to meet the demands of the working world which places a large emphasis on competency and mastery in the English Language. Albeit the realisation for a need to re-evaluate the current instructional pedagogies and pronunciation teaching models in Malaysia, there is still a major disconnect and gap between these theories and findings to the reality of the state in which our English Language Classrooms are in today. This study therefore explores students' overall pronunciation beliefs and performance in relation to their second language anxiety levels and to determine the factors involved in improving their overall communicative competence and speaking performance. The findings from the study reveal that the inclusión of pronunciation as a taught skill increased students' speaking performance and overall pronunciation performance by reducing their anxiety levels effectively.

Keywords: *pronunciation instruction, competency, second language anxiety, tertiary institutions*

****

Friday Parallel Session II – 4:20pm to 5:40pm
Classroom 3
Chairperson: Nor Afifin Nadia M Noor Azman

****

4:20am to 4:40am (Tourism/ID:49)

Modeling and Forecasting: A Case Study Of Tourist Arrivals In Malaysia
Nur Haizum Abd Rahman*[1], Nur Nabilah Jamal[2] and Nur Hidayah Abd Rahman[3]
[1, 2] Faculty of Science, Universiti Putra Malaysia
[3] International Islamic University Malaysia
(E-mail: nurhaizum_ar@upm.edu.my, hidayah_rahman@iium.edu.my)

Tourism industry has become one of the main sources for Malaysia's income. It affects other sectors such as hotels, retail businesses and transportations. Thus, it is important to monitor the development of tourism industry, so that proper planning can be enforced. Therefore, forecasting by using time series analysis, which is the Box-Jenkins method will be discussed here to provide future information to support the decision-making processes. The forecast performance has been compared by using magnitude error measurements. The empirical result shown that SARIMA $(0,1,0)(0,1,1)12$ is the best model in forecasting tourist arrivals with only 8% different between 12 of the actual and forecast values.

Keywords: *Tourism, forecasting, Box-Jenkins, time series*

****

4:40am to 5:00am (Tourism/ID:80)

Risk Factors Influencing Tourists' Satisfaction On Halal Products and Services

Sharifah Hilmi Syed Abdullah[1], Kamisah Supian[2], Ida Farina Muhammad Yunus[3], Reeny Karlina Abd Rauf [4], and Zuraini Alias[5]
(E-mail:sharhilmi@unisel.edu.my.kamisah@unisel.edu.my,ida_na@unisel.edu.my)
Universiti Selangor

Halal tourism is a fast growing industry and its concept has emerged recently in research. In Malaysia, the government has introduced many Muslim-friendly tourism initiatives to attract Muslim tourists including halal products and services. Halal tourism products and services will help in attracting more tourists to the country. Hence, this study attempts to empirically test the effect of risk factors of halal products and services on tourists' satisfaction. The models were tested using data collected on the perceptions of tourists in Klang Valley. It indicated that all the items provided evidence of the reliability of the study measures. The study contributed a better understanding of Muslim tourist satisfaction towards Malaysia as their preferred and recommended Muslim friendly holiday destination in the different aspects.

Keywords: *Risk factors, tourists, satisfaction, halal*

****

5:00am to 5:20am (Tourism/ID:110)

Ayer Hitam Community Participations in Conservation: A Conceptual Paper

Aina Farahin Azli[1] and Siti Aisah Abas[2]
[1, 2] International Islamic University Malaysia
(E-mail: ainafarahin12@gmail.com,sitiaisah@Iium.edu.my)

Peat swamp forest (PSF) has high potential in delivering wide range of economic and social benefits through developing ecotourism to conservation. However it is rarely to be optimised due to poor performance and involvement of locals as they are been viewed to simply gain benefits from tourism development rather than having cooperation in the process of achieving such development. Therefore, this conceptual paper aimed to explore the concept of community participations to conserve peat swamp forest (PSF) in Ayer Hitam Johor. In such, local participation is vital to ensure the availability of natural resources are well managed purposely to maximise the benefits, minimise the cost and reduce negative impacts resulted from conservation. This conceptual paper is solely based on secondary data in which gathered from journal, articles, research project and manual.

Keywords: *Local community participation, Peat swamp Forest, local benefits, sustainable development*

****

5:20am to 5:40am (Tourism/ID:63)

An Analysis of Intra-Destination Movement Patterns Among Visitos in Muar, Johor

Nor Afifin Nadia M Noor Azman[1], Baiduri Zaiyyanna Farudz[2], Khairunnissa Mohd Rosdan[3], Nurul Hassanah Hamidi[4], Amin Mustaqim Che Azimi[5], Nordanish Sofea Illyana Roslim[6], Muhammad Syamsul Kamal Salleh[7], Nur Hidayah Abd Rahman[8]
International Islamic University Malaysia
(Email:zaffinadzman19@gmail.com,baidurizaiyyanna@gmail.com,nissarosdan@gmail.com,hananurul333@gmail.com,darklumina94@gmail.com,trackdown7@gmail.com,syamsulkamalsalleh@gmail.com and hidayah_rahman@iium.edu.my)

Tourist attraction diversification can be classified as tourism product development that plays vital role in creating efficient tourist movement in Muar, Johor. However, unacknowledged of tourist movement and inefficient marketing strategy leads to unawareness of tourist attraction in Muar, Johor. The aim of the study is to analyse the factors influencing tourist movement by understanding tourist's itineraries in Muar, Johor. A data collection has been executed at Muar, Johor in order to gather the tourist attraction pattern, as well as intra-destination movement in aspect of trip and personal characteristic among visitors. Thus, the study focuses on motivations, interest and compositions, the timing of visit and the destination knowledge as well as the emotional value of the places among tourist. The data were gathered by using qualitative method which is focused on inductive approach that highlights fieldwork observation, interactive and open-ended interviewing. The findings demonstrate that intra-destination movement patterns among visitors in aspect of trip and personal characteristic can influence tourism product development in study area through developing new potential tourism packages for tourist. The findings of the study will be very useful for tourism product development in order solve the issues that lead to inefficient tourist movement in Muar, Johor.

Keywords: *Intra-destination movement patterns, Marketing, Tourism product development, Tourist movement, Tourist attraction*

****

Saturday Parallel Session III – 9:00am to 10:40am
Seminar Room 1
Chairperson: Nur Amnah Binti Duniya

****

9:00am to 9:20am (Lg/Arb/ID:22)
البلاغة منهجًا وتعليمًا وتعلّمًا من وجهة نظر طلاب كليّة اللُّغات والإدارة
Fekri Abidin bin Hassan
International Islamic University Malaysia (IIUM, Gombak), Malaysia
(E-mail: fekri@iium.edu.my)

يدرس هذا البحث مادة البلاغة منهجا، وتعليما، وتعلما في كليت اللغات والإداراة التابعة للجامعة الإسلامية العالمية في ماليزيا، من خلال المنهج الوصفي التحليلي الميداني، وقد تم تصميم استبيان، ومن ثم وزع على أفراد العينة البالغ عددها 33 مفحوصا. وبعد التحليل ثم التوصل إلى نتائج منها : يجد أفراد العينة غير صعوبة في الانتقال من الحقيقة إلى المجاز مباشرة، وذلك لخلو المنهج من مادة عن الآداب العربية، أفراد العينة غير مدركين لوجود أبواب بلاغية يدرسونها، ولا وجود لها في القرآن الكريم،

والحديث النبوي، ضرورة الاعتماد على القرآن الكريم والحديث النبوي عند استخلاص الأمثلة البلاغية، والبعد قدر الإمكان عن الشعر، أفراد العينة لا يحبون المشاركة داخل الفصل. وقد أوصى البحث بضرورة الربط بين الكنايات والمجازات الموجودة في لغة الدارس الأم، والعربية.

****

9:20am to 9:40am (Lg/Arb/ID:74)

تصميم الوحدة الدراسية في تعليم اللغة العربية لدى موظفي قسم الاستقبال في الفنادق في كوالا لمبور
Nur Amnah Duniya
International Islamic University Malaysia (IIUM, Pagoh), Malaysia
(E-mail: nuramnahduniya@gmail.com)

يتزايد عدد السياح العرب في ماليزيا حاليا، وذكر أن 17.34 مليون سائحا قد زاروا ماليزيا عام 2017م. ويمثل السياح العرب مئوية كبيرة من السياح عامة بكل أسباب تجذبهم لزيارة ماليزيا. بهذا الارتفاع الكبير للسياح العرب ولغتهم المنطوقة هي اللغة العربية، هناك حاجة ماسة لمشتغلي الفنادق لتعلم هذه اللغة خدمة ممتازة للسياح العرب نظرا إلى أهم المحلات لهم هو الفنادق. تهدف الدراسة إلى التعرف على حاجات موظفي الاستقبال الناطقين بغير العربية في الفنادق لتعلم اللغة العربية لأغراض سياحية وتصميم الوحدة الدراسية الخاصة لهم. انتهجت الدراسة المنهج الوصفي المسحي التحليلي بدمج النوعي والكمي، القائم على المقابلة والاستبانة. وقد استعانت الدراسة خمسة موظفي الاستقبال من ثلاثة الفنادق والسياح العرب في كوالا لمبور. أشارت النتائج إلى أهمية تعليم اللغة العربية لدى موظفين والوحدة الدراسية مساعدة لهم نحو فعالية الخدمة وترقيتها. هذه الدراسة أيضا تفيد السياحة في ماليزيا حيث تتطور كفاءة الموظفين في اللغة الأجنبية وهي العربية.

الكلمات المفتاحية : الوحدة الدراسية، تعليم اللغة العربية لأغراض خاصة.
****

9:40am to 10:00am (Lg/Arb/ID:135)
الأذكار اليومية وكيفية الاستفادة منها في ممارسة اللغة العربية لدى المسلمين-المسلم الماليزي نموذجًا
Dr Mahadi Masoud
International Islamic University Malaysia (IIUM, Gombak), Malaysia
(E-mail: mardi@iium.edu.my)

إن ما يقوم به المسلمون عادة من ذكر بعض المفردات والتراكيب العربية في حياتهم اليومية له أثر لغوي ونفسي واجتماعي في استخدامها والأذكار اليومية التي يرددها المسلمون بعد الصلوات المفروضة والمناسبات الدينية الإسلامية تعد من المصادر اللغوية التي تدفعهم إلى ممارسة اللغة العربية غير أنهم (من أجل هذا) يحتاجون إلى معرفة بعض الطرق والقواعد التي تعينهم على ذلك. لذلك اختار الباحثون موضوع "الأذكار اليومية وكيفية الاستفادة منها في ممارسة اللغة العربية" : راجين أن تقدم هذه الدراسة صورة علمية تساعد المسلمين الماليزيين منهم على استخدام اللغة العربية في حياتهم اليومية، ولدراسة هذا الموضوع اختار الباحثون المنهج الوصفي التحليلي والتجريبي إذ إنهم اختاروا في تجريبهم بعض المفردات المأخوذة من الأذكار اليومية وتوزيعها على الطلبة في دراستهم من خلال الأسئلة الاستطلاعية التي تتعلق بالتراكيب النحوية والصرفية وطريقة تركيبها.

- ما وظائف ممارسة اللغة وفوائدها
- ما مصادر صعوبة ممارسة اللغة
- ما عوامل نفسية ولغوية واجتماعية تمنع المتعلمين على الممارسة اللغوية

وقد أفضت الدراسة إلى أن الأذكار اليومية مصدر من مصادر تعين المسلمين المتعلمين الماليزيين منهم على الممارسة اللغة العربية.

الكلمات المفتاحية : الأذكار اليومية، المسلم الماليزي، اللغة العربية

****

10:00am to 10:20am (Lg/Arb/ID:149)

تعليم مهارة الكتابة لطلاب الجامعة الإسلامية العالمية بماليزيا
Nordin Ahmad
International Islamic University Malaysia (IIUM, Gombak), Malaysia
(E-mail: nordin_ahmad@iium.edu.my)

تعتبر مهارة الكتابة من أهمّ الوسائل الفعّالة للاتصال البشريّ في زماننا هذا سواء أكانت بالقلم أو بأيّ وسيلة أخرى، وعلى الرّغم من هذا نجد أنّ مستويات الطّلاب في الجامعة الإسلاميّة العالمية بماليزيا متدنية في هذا الفرع الحيويّ من فروع أساسيّات اللّغة لدرجةٍ تدعو إلى الدّهشة، وهذا ما لاحظناه أثناء تصحيحنا لتعبيرات الطلاب الجدد في امتحانات تحديد المستوى.

تجدر الإشارة إلى أنّ هذا البحث يهدف إلى تحليل الأخطاء اللّغويّة لطلاب عينة البحث الذين يدرسون اللّغة العربيّة في الجامعة الإسلامية العالمية في ماليزيا؛ لمعرفة عدد مرّات ورودها وتكراراتها داخل التّعبير الكتابي؛ لأجل وضع تصوّر سليم لكيفية تعليم هذه المهارة لهم بطريقة فعّالة عن طريق وضع نموذج تدريبيّ يشتمل على جميع أنواع المهارات التّعليميّة (الاستماع، القراءة، الكلام، الكتابة).

الكلمات المفتاحية: تعليم، مهارة الكتابة، طلاب الجامعة

****

10:20am to 10:40am (Tourism/Arb/ID:31)

تعليم اللغة العربية للمرشدين السّياحيين النّاطقين بغيرها في ماليزيا: دراسة تحليلية
Abdul Hadi Bin Abdul Rahim
Kolej Universiti Islam Antarabangsa Selangor (KUIS), Kajang, Selangor, Malaysia.
(E-mail: abdulhadi.ar@kuis.edu.my)

يهدف هذا البحث إلى التعرف على تعليم اللغة العربية لأغراض السياحة خاصة للمرشدين السياحيين في ماليزيا، والكشف عن الحاجات لتعلم اللغة العربية لأغراض السياحة وتصميم مادتها. وقد تم توزيع الاستبيان على أفراد العينة التي يبلغ عددها (60) شخصا. وقد قسم الاستبيان إلى ثلاثة أقسام، يتكون أفراد العينة من المرشدين السياحيين الذين يدرسون في المعاهد الدراسية للسياحة. ومما أشارت إليه النتائج أن تعلم اللغة العربية لأغراض السياحة يحتاج إلى المهارات اللغوية الأربع، ولكن مهارة الكلام أكثر مهارات استخداما في أعمالهم اليومية. إضافة إلى ذلك، أظهرت النتائج المستوى اللغوي لأفراد العينة متدنية، وذكر الباحث كيفية بناء المقرر المناسب حسب مستواهم. كما أبرزت النتائج وبجود علاقة وطيدة بين المرشد السياحي واللغة العربية.

الكلمات الافتتاحية : السياحة، المرشدين السياحيين، اللغة العربية، التعليم.

****

Saturday Parallel Session III – 9:00am to 10:40am
Seminar Room 2
Chairperson: Raja Madihah Binti Raja Alias

****

9:00am to 9:20am (Lg/Eng/ID:148)

An Analysis of the Use of Gerunds in Academic Essays of University Students

Norazah Md. Idrus[1] and Faridah Abdul Malik[2]

[1, 2] International Islamic University Malaysia

(E-mail: azah_mdidrus@iium.edu.my, mfaridah@iium.edu.my)

At higher educational institution, students are expected to have acquired a certain level of English language mastery to fulfill the demands of academic writing. One of the grammatical items that is crucial in expressing the students' ideas and opinions is gerund. The use of gerunds in academic essay helps students to be more precise and concise. However, this poses a problem as students do not use gerunds as frequently and as correctly as expected. Thus, this study intended to investigate the use of gerunds and to determine the functions of gerunds used in students' academic essays. In order to explore the uses and functions of gerunds, data were collected from students' academic essays. These data were analysed using textual analysis based on the framework of Seiss (2008). The findings show that on average, only a minimal of two gerunds were used in an essay and in total, there were 260 gerunds used in 100 essays. Another finding revealed that students used all functions of gerunds except It-Replacement function. This study implicates a better understanding on the use of gerunds (or lack of it) in academic essays and on the teaching of academic writing at tertiary level.

Keywords: (Gerunds, Academic Writing, Lexical Functional Grammar, Seiss' 2008 Framework)

****

9:20am to 9:40am (Lg/Eng/ID:152)

The Importance of English for Tourism and Hospitality (ETP) In Malang's Thematic Villages, Indonesia

Putu Dian Danayanti Degeng[1], Irene Nany Kusumawardani[2] and Moh. Hasbullah Isnaini[3]

[1,2,3]Universitas Brawijaya, Malang, Indonesia.

(E-mail: dian_degeng@ub.ac.id, irene.nany@ub.ac.id,hasbullah_hazee@ub.ac.id)

The skill to master foreign language is surely needed for those who work in the field of tourism and hospitality. All the activities that involve locals and tourists require qualified interactive communication. Therefore, when a tourism sector envisions going international, the need of English for Tourism and Hospitality (ETP) is unavoidable. ETP is used for international tourism and service industry which is considered under the category of English for specific purposes and its practical application needs to be understood (Cravotta, n.d.). Known as the heart of East Java with cool climate, Malang still holds its position as a popular destination for international tourists in Indonesia. As an old city, Malang has a lot of heritage historical buildings and houses; all of those have been preserved for hundred years as cultural heritage areas and have been used as a tourist destination. Malang also received an award as Kota Pusaka Indonesia by National Trust Organization in London for having its own historical story. One of the areas that were inaugurated as Malang's Thematic Villages in 2018 was "Kampoeng Heritage Kayoetangan". Without professionals, but through the ownership of the historical houses, stores and cuisines, the locals act as the front-liners who directly deal with the tourists, and therefore hold a crucial role in giving service and hospitality on the spots. However, there is not much awareness of the need for

mastering International languages, especially English. The authoresses, through observation, explore the importance of communication skills in English language among locals in Malang's Thematic Villages in Indonesia. The implications of the findings are discussed and concerns rose over the need to address evident potentials or weaknesses in order to enhance tourism management quality in Malang Thematic Villages, Indonesia.

Keywords: ETP, Malang Thematic Villages, Locals, Tourism Management

****

9:40am to 10:00am (Edu/Eng/ID:59)

The Pillars of school: A case study of Middle leaders in four private secondary schools in Islamabad, Pakistan

Saira Riaz
International Islamic University Malaysia
(E-mail:sairarz@iium.edu.my)

Effective leaders practice an indirect but significant and powerful influence on school effectiveness and students' achievement (Wallace, 2002, Leithwood and Jantzi, 2000). Middle leaders are teachers who hold middle-ranking positions in the hierarchical structure in a school. The middle position indicates dynamic roles and their direct influence on others. They secure better learning outcomes for students from their positive influence (Leask, 2007, Thomas, Sammsons and Mortimore, 1997). They collaborate and build the capacity of teachers by creating strong professional learning communities. This leads to sustainable improvement where teachers can enquire and develop together (Harris and Jones 2010, Hopkins and Jackson 2002, Fullan, 2001). This research paper highlights the importance of middle management in the private school setting in Pakistan. It also discusses the multifunctional roles, responsibilities and problems in relation to middle leadership.

****

10:00am to 10:20am (Edu/Eng/ID:81)

Interpersonal Skills And Management Ability Of Selected Malaysian Primary School Head Teachers

Candima Chin Choon Tow
Institute Aminuddin Baki
(E-mail: choontow@iab.edu.my)

The purpose of this qualitative study is to identify the interpersonal skills needed by new primary school head teachers to upgrade their ability in managing a school. The study is carried out on six new primary school head teachers in Selangor and Pahang state of Malaysia. This study uses the theoretical framework of Argyris and Schön's theory on congruence and learning to analyse the ability of interpersonal skills in management of newly appointed Malaysian school head teachers. It is based on the belief that people are designers of action. They design action in order to achieve

intended consequences and monitor to learn if their actions are effective. Data is prepared through interview method. The researcher has gone through the following qualitative methods to produce the finding of this paper: i. Selection of topic; ii. Prepare central research question, research questions and interview questions; iii. Pilot interview; iv. Data collection (Interview one group informant and four individual informants); v. Transcription of data; vi. Analysis of data (Coding of interview questions); Viii. Analysing of data (Generating themes and sub-themes); ix. inter- rater coding for reliability and at last report the findings and discussion. The finding of this study revealed that the newly appointed school head teachers need to enhance their interpersonal skills in management, especially in the field of communication, self-efficacy and conflict management. This may be achieved through training to enhance their interpersonal skills ability in managing a school in order to be able to steer their schools to success in the challenging world. This study may create the awareness of Malaysian Ministry of Education towards the important of interpersonal skills training to newly appointed school head teachers. This will enhance the ability of newly appointed school head teachers in managing a school. Obviously, this study contributes to the field of educational management. The output of this study is an important source material for those who involve in planning for the NPQEL course, continuous professional development (CPD) courses and in house training courses (LADAP) for our educational leaders and educators.

****

10:20am to 10:40am (Edu/Eng/ID:89)

Do Epistemic Beliefs Predict Meaningful Reading Comprehension? Findings from A Correlational Study of Efl Students

Ive Emaliana[1], Widya Caterine Perdhani[2] and Alies Poetri Lintangsari[3]
[1, 2, 3] English Language Education Program, Universitas Brawijaya, Malang, Indonesia.
(E-mail: ive@ub.ac.id, caterine_perdhani@ub.ac.id, alieslintang@ub.ac.id)

This study is presented the relations of epistemic beliefs on EFL students and their text comprehension. There were 115 participants which taking paper based instrument to measure their perspective on epistemic belief. Thus, the participants' perspectives were also presented on questionnaire about the epistemic beliefs. The results were that the participants has profiled as simple, eclectic and sophisticated learners. Their reading comprehensions were tested by using paper based tests. From the test, it is indicated that there are correlation between students' sophistication on epistemic beliefs and reading comprehension. The theoretical and methodological implications of this research are discussed as the part to show epistemic beliefs, learning and reading comprehension.

Keywords: *epistemic beliefs, EFL, reading comprehension, undergraduate*

****

Saturday Parallel Session III – 9:00am to 10:40am
Seminar Room 3

****

9:00am to 9:20am (Lg/Eng/ID:130)

Rebecca Black's Friday Vs Raef's It's Jumu'ah: A Comparative Analysis of Cultural Representations

Dr Khairiah Othman,Faridah Abdul Malik and Muhammad F. Zulkipli
International Islamic University Malaysia
(E-mail: khairiah@iium.edu.my,mfaridah@iium.edu.my,fakhrullah.zul@gmail.com)

Utilizing English songs in English classes has been an effective teaching tool for some ESL teachers. Not only the students enjoy their English classes but also more importantly, their proficiency will be enhanced. Nevertheless, the inter-connectedness between English songs and western culture may create uneasiness on some non-native learners as some lyrics of the songs may not be in-line with their value system. This article aims to highlight the presence of Western values in Rebecca Black's Friday and Islamic values in Raef's It's Jumu'ah. It is hoped this study will make ESL teachers aware of the need to use appropriate English songs in ESL classes, particularly when teaching Muslim learners.

Keywords: song, culture, Muslims, ESL/EFL, Islamic English

****

9:20am to 9:40am (Lg/Eng/ID:167)

Implementation Of Inquiry Approach On English As A Foreign Language For Indonesia Students

Sitti Hamsina S
Parahikma Institute of Indonesia, Gowa South Sulawesi, INDONESIA.
hamsina@parahikma.ac.id

English language has been a compulsory subject in Indonesian primary and secondary schools since the year adopting critical pedagogy in the English language curriculum to improve the language proficiency. English language development involves learning to speak, read, and write in a second language. There have been changes to the teaching curriculum since it was first established in 1984 to better improve the teaching and learning of the English language. Through a critical literature of English curriculum in Indonesia as it affect how implementation of inquiry approach on English as a foreign language context Result shows that language is acquired in the context of the community of the speakers. However, additional exposure to the language, particularly at levels in which the speech has to be mainly modified to the learners' level of understanding, will essentially lead to more regular usages of definite words and language structure. Findings revealed that students learned better in group work than just receiving lectures. In addition the study finds implementing approach inquiry as one of the ideal process in learning English language in Indonesia.

Keywords: *Inquiry-approach, teaching, English, foreign-language Indonesia*

****

Investigating Students' Perception On Corrective Feedback In Writing

Siti Nur Dina Mohd Ali, Norfarhana Fadilla Mohd Zaki and Mohd Hafizul Ismail
Universiti Teknologi MARA, Universiti Kuala Lumpur,
(E-mail: dinamohdali@gmail.com, farhana.mohdzaki@gmail.com,mhafizul@unikl.edu.my)

Writing is an important language skill for university students as most assignments involve written reports in English such as final year projects, term papers, laboratory reports and essays. Thus, it is important for the students to produce well-written reports that meet the requirements of respective tasks as instructed by their lecturers. Past research indicated that using corrective feedback in evaluating the students' writing is one of the most important strategies to improve students' writing in English as a second language. Thus, this paper investigated the students' perception on corrective feedback for assessment in writing class. A total of 50 students in Universiti Teknologi MARA, Cawangan Negeri Sembilan took part in this study. Data collection utilized the Corrective Feedback Belief Scale (CFBS) from Fukuda (2004) and the instrument was administered within 7 weeks of the semester. Data analysis conducted descriptively by using SPSS. The results of the study elaborate further the students' perception on corrective feedback in writing. Hence, the implications of the finding with the current teaching and learning practices were discussed in the paper.

Keywords: *Corrective feedback, writing, assessment*

****

The Representations Of Consumers In Old Spice Body Wash Advertisements Through The Use Of Personification

Muzaimir Mokhtar and Farrah Diebaa Rashid Ali
(E-mail:muzaimir@gmail.com,farrahdiebaa@iium.edu.my)
International Islamic University Malaysia

Advertising is used by companies to market their product. Representations made by companies enable the consumers to be associated with both the product and the brand at a personal level. By utilising the strategies of marketing, representations can be formed for the consumers through the advertisements that help ensure brand loyalty and positive buying behaviour. This paper looks at how Old Spice represented their consumers through the use of personification in its selected advertisements. It is found that the consumers are represented as wild, masculine and sportsmen. These representations have been identified through several indices such as words, human physiques, clothing, accessories, and settings.

Keywords: *Old Spice, Advertisement, Representations of the Consumers, Personification*

****

10:20am to 10:40am (Lg/Eng/ID:46)

Second Language Speaking Anxiety Among Malaysian Postgraduate Students At A Faculty Of Education

Kamal J I Badrasawi[1], Abdulateef Solihu[2] & Tunku Badariah[3]
[1] [2] [3]International Islamic University Malaysia
(Email:kamalbadrasawi@iium.edu.my , tbadariah@iium.edu.my, latsal2000@yahoo.com)

This study aims to examine the level of second Language speaking anxiety among school teachers enrolled into a master of education program at the International Islamic University Malaysia. It also aims to determine if there are significant differences in the mean scores of speaking anxiety due to selected variables, namely gender, school location and teaching subject. A convenience sample comprises two hundred and ninety teachers (n= 290) completed an adopted 12-item survey on language speaking anxiety. Rasch Measurement modeling for polytomous data, independent samples t-test and one-way ANOVA test were used to analyze the collected data. Overall, the participants did not show high level of speaking anxiety, (Mean -.89 logits). They were mostly worried about expressing themselves effectively in English (-.66 logits), making mistakes while speaking (-.31 logits) and lecturers' response to their mistakes (-.38 logits). A statistically significant difference in the mean scores of speaking anxiety was found due to teaching subject variable. The participants should further work on how to face the factors leading to speaking anxiety. Further qualitative and quantitative studies with larger samples are recommended.

Key words: *ESL speaking anxiety; Rasch Measurement Model; Postgraduate students*

****

Saturday Parallel Session III – 9:00am to 10:40am
Classroom 1
Chairperson: Muhammad Nazirul Bin Mohd Noor

****

9:00am to 9:20am (Edu/Eng/ID:21)

Algorithm as A Problem Solving Technique for Teaching and Learning of the Malay Language

Prof. Madya Dr Faridah binti Nazir
fidafn@iium.edu.my
Kuliyyah of Language and Management
International Islamic University, Pagoh Education Hub
Dr. Zanariah Jano
zanariah.jano@utem.edu.my
Norliza Omar
norliza.omar@utem.edu.my
Technical University of Malaysia

The aim of the study was to determine the effectiveness of using scratch program to teach Malay language subject. 32, 4th year students in a primary school of Seremban district participated in the study. A case study was used. The teachers teach Malay subjects using scratch programs with the theme of agriculture and title of food product from agriculture. The students were to arrange the basic words into grammatical sentences based on the scratch program and write a cake recipe using an algorithmic technique, a series of instructions contained in the scratch program. This conceptual teaching and learning algorithm was conducted in five steps namely the induction set; step 1; step 2; step 3; and enrichment and recovery. Students could understand the concepts of algorithms taught and did not require recovery activities. This implies that the algorithm concept of how to prepare a cake through a scratch program has been fully understood by the students. Students are also excited about the algorithmic techniques and the scratch program generated. They remain focused throughout the session which shows that the use of algorithms and scratch programs is better than conventional methods in teaching the Malay Language.

Keywords: Scratch program; Algorithm; Basic words; Grammatical; Instruction

****

9:20am to 9:40am (Edu/Eng/ID:165)

Keeping Abreast of Emerging Trends: A Survey of Teachers' Readiness to Integrate HOTS in their Fiction Classes

Nuraihan Mat Daud and Tengku Nur Amira Solehah Tengku Anuar
(E-mail: nuraihan@iium.edu.my,nuraihan@iium.edu.my)
International Islamic University Malaysia

In Malaysia, educators are expected to produce knowledgeable individuals who are capable of thinking creatively and critically so that they can meet the challenges of the future. This is indeed a great challenge to the teachers as the aim of instruction is no longer just about assessing students' learning but to teach students to assess their own thinking. One of the subjects where thinking skills can be inculcated is English, and at school, the literature component is not only meant to develop students' language proficiency but their thinking ability as well. A survey was conducted to determine the extent to which teachers were prepared to shoulder these responsibilities. Nearly half of the respondents felt that it was not easy to develop students' thinking skills in their fiction class. When preparing their lessons, many teachers admitted that they had problems in designing a good lesson due to time constraint. What the results of the survey indicated was there was a need for a course on HOTS integration for the teachers. However, the mode of training was not necessarily face-to-face. Most of the teachers preferred to have both face-to-face and online modes of learning.

****

9:40am to 10:00am (Edu/Eng/ID:73)

Anxiety in Arabic Speaking Skill among Lower Secondary Students

Mohd Ieruwan Mohamed Mokhtar[1] and Sueraya Che Haron[2]
International Islamic University Malaysia

(E-mail: iewan83@gmail.com,sueraya@iium.edu.my)

Students' academic performance in speaking skill of a foreign language classroom depends on their confidence or anxiety levels. The study aims to investigate four (4) factors for anxiety, which cause speaking anxiety among students in an Arabic Language classroom at secondary schools. As a preliminary study, total numbers of forty (40) students at the Federal Territory of Kuala Lumpur were selected based on random stratified sampling, to analyse their anxiety in Arabic as their foreign language. The four (4) issues that commonly influence students' achievement are test anxiety, communication apprehension, anxiety in classroom and fear of negative evaluation anxiety. Hence, the researcher investigates this area of anxiety using the established questionnaire of (FLACS) developed by Horwitz (1986). The process interpretation of data application (SPSS) which is version 22.0 software used in this study for the descriptive statistics. The descriptive statistics are the means, standard deviation and percentage, which show the significance of this study. The study will have significant contributions and suggestions for the process of learning of the Arabic language as a foreign language in daily secondary schools. The findings can help the teachers to understand students' anxiety in the process of literature the Arabic Language, especially in Arabic speaking skill at the daily secondary schools and another secondary school in general.

Keywords: (Anxiety, Language Anxiety, Communication Anxiety, Arabic Speaking Skill)

****

10:00am to 10:20am (Lg/Eng/ID:125)

EPT and CEFR: Are they aligned?

Engku Haliza Engku Ibrahim and Mohd. Khairul Abu Sufi
International Islamic University Malaysia
(E-mail: ehaliza@iium.edu.my,mohdkhairul@iium.edu.my)

In 2016 the Malaysian Ministry of Education announced that all levels of education will be CEFR aligned. This gave rise to the need for modifications in the curriculum of all levels of education in Malaysia. The International Islamic University Malaysia has, since it's inception in 1983, used an in-house English Proficiency Exam (EPT) to asses the English proficiency levels of its students. With the introduction of the CEFR, there is a need to map the EPT against the CEFR. Thus the aim of this research was to map the EPT against the CEFR in order to obtain a universally understood assessment in Malaysia. 460 essays written by final year undergraduates from various faculties were used for the purpose of this research. These essays were then graded by different sets of raters using the EPT writing rubrics and the CEFR writing assessment rubrics. The findings of the study showed that a majority of our participants scored Band 6 (48%) in the EPT; correspondingly 46.3% were found to be at level B+ in the CEFR scale while only 0.4% scored Band 4; correspondingly 0.2% at level B1 on the CEFR scale. A Spearman's correlation was run to find out if there is a significant relationship between the EPT bands and the CEFR. The results showed a strong positive correlation between the EPT Bands and the CEFR scale of proficiency. The relationship is found to be statistically significant at $p = .000$.

Keywords: CEFR; EPT; writing; proficiency; second language assessment

****

10:20am to 10:40am (Lg/Eng/ID:106)

A Preliminary Study On The Effects Of Language Anxiety On Two Levels Of Korean As A Foreign Language At Universiti Kuala Lumpur

Mohd Hafizul Ismail[1], Nurashikin Saaludin[2] and Siti Nur Dina Hj Mohd Ali[3]

[1, 2] Malaysian Institute of Information Technology (MIIT), Universiti Kuala Lumpur, Malaysia.
(E-mail: mhafizul@unikl.edu.my, nurashikin@unikl.edu.my)

[3] Akademi Pengajian Bahasa (APB), Universiti Teknologi MARA, Negeri Sembilan, Malaysia.
(E-mail: dinamohdali@gmail.com)

The purpose of this study is to investigate the effects of language anxiety on two levels of classes learning Korean as Foreign Language (KFL) at Universiti Kuala Lumpur (UniKL). This study will examine the differences in foreign language anxiety in two different levels of Korean classes of 66 first and second semester students learning Korean as foreign language. Previously, most studies investigated foreign language anxiety levels emphasis on English as a Second Language (ESL) but there were only a small number of studies concerning on Korean language especially in Malaysia. Foreign Language Classroom Anxiety Scale (FCLAS) developed by Horwitz et.al (1986) will be used as the instrument for data collection tool. Although the result is at preliminary stage, it provides useful understanding to improve current teaching and learning practice and Korean language curriculum in UniKL.

Keywords: *Korean Language, Malaysia, Foreign Language Anxiety*

****

Saturday Parallel Session III – 9:00am to 10:40am
Classroom 3
Chairperson: Akhmal Hakim Bin Mohamad

****

9:00am to 9:20am (Lg/Malay/ID:171)

Motivasi Terhadap Pembelajaran Bahasa Mandarin Sebagai Bahasa Asing Di Dalam Kalangan Pelajar Universiti Sains Islam Malaysia(Fakulti Pengajian Bahasa Utama)

Yee Chin Yip
Universiti Sains Islam Malaysia
(E-mail: cyyee@usim.edu.my)

Kajian ini bertujuan untuk mengenal pasti faktor-faktor yang membentukan sifat yang positif terhadap pembelajaran bahasa Mandarin dalam kalangan pelajar Universiti Sains Islam Malaysia (USIM). Memandangkan dalam beberapa tahun ini,negara China muncul sebagai negara yang memberikan kesan atau impak yang amat besar kepada dunia,secara tidak langsung bahasa Mandarin telah menjadikan satu bahasa yang sangat penting di seluruh dunia.Tambahan pula

negara kita telah menjalinkan hubungan yang amat erat dengan negara china,ia telah mengalakkan pihak kementerian pendidikan tinggi sentiasa mendorong pelajar-pelajar untuk membelajari bahasa asing terutama bahasa Mandarin yang sentiasa diberikan keutamaan. Sampel kajian terdiri daripada pelajar yang mengambil kursus program bahasa Mandarin 1 dalam Universiti Sains Islam Malaysia. Penulis bercadang kajian ini menggunakan cara instrumen soal selidik untuk mendapatkan keputusan. Dapatan kajian menunjukkan terdapat banyak persamaan berbanding dengan perbezaan. Kajian ini juga telah mendapati beberapa penemuan yang menunjukkan ada permasalahan motivasi dan sikap yang perlu dihadapi oleh pengajar-pengajar bahasa Mandarin di peringkat Universiti.Seterusnya penulis juga mencadangkan beberapa pandangan yang bertujuan untuk mengatasi permasalahan ini

Kata Kunci: *Motivasi,Bahasa Mandarin, Universiti Sains Islam Malaysia (USIM)*

****

9:20am to 9:40am (Lg/Malay/ID:71)

Sikap Dan Kefahaman Terhadap Bahasa Orang Asli Negrito Suku Kaum Bateq Dalam Kalangan Guru Di Sekolah Rendah Orang Asli

Siti Nor Hafizah binti Ramli
(E-mail: hafizah.ramli96@yahoo.com)
International Islamic University Malaysia

Kajian ini berfokus kepada sikap guru terhadap bahasa yang dituturkan oleh pelajar orang asli di Sekolah Kebangsaan Pasir Linggi, Lebir, Kelantan. Kajian ini tertumpu terhadap sesi pembelajaran di dalam bilik darjah yang mempunyai dua fokus utama, iaitu untuk mengenal pasti sikap guru dan tahap kefahaman terhadap Bahasa Asli Negrito suku kaum Bateq. Metod yang digunakan dalam kajian ini adalah kuantitatif dengan mengedar borang kaji selidik terhadap 14 orang guru yang berkhidmat di Sekolah Kebangsaan Pasir Linggi dan dianalisis menggunakan aplikasi SPSS. Sebanyak 20 leksikal bahasa asli Bateq dikumpul melalui proses rakaman pengajaran semasa dalam bilik darjah untuk menguji tahap kefahaman guru. Teori yang digunakan dalam kajian ini adalah melalui teori yang diasaskan oleh Sperber dan Wilson (1986), iaitu Teori Relevan dan Teori Motivasi oleh Gardner (1985). Hasil kajian mendapati bahawa wujud hubungan yang tidak signifikan terhadap aspek guna dan faham, manakala hubungan signifikan bagi aspek tidak malu untuk menggunakan bahasa orang asli. Tahap kefahaman guru pula berada pada peratusan yang sederhana.

Kata kunci: *sikap, kefahaman, Negrito, Lebir, kuantitatif, teori relevans, teori motivasi*

****

9:40am to 10:00am (Lg/Malay/ID:105)

Pengaplikasian Prinsip Perancangan Dalam Novel Songket Berbenang Emas Karya Khairuddin Bin Ayip

Akhmal Hakim Bin Mohamad,Mohd Shahdan Bin Sadin And Mohamad Zuber Bin Ismail
(E-mail: akhmal.hakim@live.iium.edu.my, shahdansadin96@yahoo.com,zuber77@iium.edu.my)

Kajian ini meneliti sebuah pendekatan dalam dunia kritikan sastera di Malaysia, iaitu Pendekatan Pengurusan. Novel "Songket Berbenang Emas" karya Khairuddin bin Ayip telah dipilih sebagai korpus kajian. Kajian ini menggunakan Prinsip Perancangan, iaitu merupakan satu daripada lima prinsip yang terkandung di bawah Pendekatan Pengurusan yang telah diperkenalkan oleh Mohamad Mokhtar Abu Hassan pada tahun 2013. Objektif kajian adalah untuk mengenal pasti dan menganalisis peristiwa-peristiwa terpilih yang terdapat di dalam novel "Songket Berbenang Emas" yang memperlihatkan kehadiran Prinsip Perancangan. Hasil dapatan kajian mendapati bahawa tidak semua proses dalam prinsip perancangan diaplikasikan oleh watak-watak dalam perisitiwa yang terpilih. Di samping itu, pengkaji juga mendapati bahawa walaupun peristiwa-peristiwa yang terpilih memperlihatkan prinsip perancangan yang rapi, terdapat juga beberapa perancangan yang tidak mencapai matlamatnya. Kajian yang dijalankan ini mampu memberikan dampak yang positif kepada dunia kesusasteraan Melayu melalui kajian tentang Pendekatan Pengurusan. Hal ini juga mampu membuktikan bahawa pengaplikasian pendekatan ini dalam karya- karya kesusasteraan sama ada klasik atau moden adalah sesuatu yang relevan dan wajar untuk diketengahkan.

Kata Kunci: Pendekatan Pengurusan,Prinsip Perancangan, Songket Berbenang Emas, Kesusasteraan

****

10:00am to 10:20am (Lg/Malay/ID:115)

Penelaahan Tingkat Kekerabatan Bahasa Bajau Di Sabah Dengan Bahasa Melayu Standard: Analisis Leksikostatistik

Mohd Shahdan bin Sadin[1], Akhmal Hakim bin Mohamad[2] dan Normadihah binti Harun[3]
[1, 2, 3] Universiti Islam Antarabangsa Malaysia
(E-mel:, shahdansadin96@yahoo.com, akhmal.hakim@live.iium.edu.my, madihah_harun@yahoo.com)

Kajian ini menelaah bidang sosiolinguistik, iaitu sebuah bidang mengkaji bahasa yang berpaksikan fenomena dalam masyarakat. Kajian ini dilaksanakan bagi mengenal pasti dan membandingkan kosa kata bahasa Bajau Samah, Bajau Ubian, Bajau Bannaran dan Bajau Tatabuan. Kemudian, kosa kata bagi keempat-empat bahasa ini akan dianalisis dengan rinci bagi memperlihatkan hubungan kekerabatannya dengan Bahasa Melayu Standard. Bagi menentukan hubungan kekerabatan bahasa, pengkaji menggunakan skala pengukuran kekerabatan bahasa yang telah dikemukakan oleh Gudschinsky (1956). Kajian leksikostatistik ini mengaplikasikan reka bentuk kajian kuantitatif dan kualitatif. Data kosa kata daripada 8 orang informan diperoleh berdasarkan daftar perkataan yang telah diubah suai daripada Swadesh List yang dikemukakan oleh Morris Swadesh dalam Lehmann (1962). Senarai kosa kata dalam bahasa-bahasa ini dianalisis dan dihitung peratus kekerabatannya. Hasil dapatan kajian mendapati bahawa hubungan Bahasa Bajau Ubian-Bajau Bannaran dan Bajau Samah-Bajau Tatabuan mempunyai tingkat kekerabatan yang tinggi, iaitu masing-masing berjumlah 74.74% dan 73.40%. Perbandingan hubungan Bajau Samah-Bajau Ubian, Bajau Samah-Bajau Banaran, Bajau Ubian-Bajau Tatabuan dan Bajau Bannaran-Bajau

Tatabuan pula memperlihatkan kesamarataan hubungan dalam lingkungan 50.00% ke atas. Di samping itu, perbandingan keempat-empat Bahasa Bajau dengan Bahasa Melayu Standard telah memperlihatkan bahawa Bahasa Bajau yang dekat dengan Bahasa Melayu Standard ialah Bahasa Bajau Samah dan Tatabuan yang masing-masing berjumlah 56.38% dan 53.13%.

Kata Kunci: *Bajau Samah, Bajau Ubian, Bajau Bannaran, Bajau Tatabuan, Kekerabatan Bahasa, Leksikostatistik*

****

10:20am to 10:40am ()
****

Saturday Parallel Session IV – 11:00am to 12:00pm
Seminar Room 1
Chairperson: Akhmal Hakim Bin Mohamad
****

11:00am to 11:20am (Edu/Eng/ID:90)

Blind Students Engagement in Language Learning: Challenges and Opportunities
Alies Poetri Lintangsari[1], Ive Emaliana[2], Fatmawati[3]
[1,2,3] Universitas Brawijaya, Indonesia
(E-mail: alieslintang@ub.ac.id, ive@ub.ac.id, fatma@ub.ac.id)

The current study explores the experience of blind students in learning language through their college engagement. 2 blind students completed a semi-structured interview about their ESP (English for Specific Purposes) learning engagement in three domain, cognitive, affective and social. This research reports the theoretical and practical implications related to the factors affecting the learning engagement of blind students. The result shows that the barriers of Blind students in learning language is not their visual impairment but the teacher attitude and teaching approach.

Keywords: *blind students, engagement in learning language, ELT, Inclusive Education*

****

11:20am to 11:40am (Edu/Eng/ID:126)

The Effect of Flipped Arabic Grammar Classroom on Students Achievement: A Pilot Study
Mohd Fairuz bin Abdul Talib
International Islamic University Malaysia
(E-mail: at.mfairuz@iium.edu.my)

This research was conducted to examine the effectiveness of flipped classroom approach in teaching Arabic grammar on students' achievement. A pilot, quasi-experimental study of non-equivalent pretest-posttest control group design was used in this study. The population was the

undergraduate students of human sciences program of a local university in Malaysia. Students from two intact groups were selected as the sample to form a control group (n=20) and a treatment group (n=20). An achievement test was used in the pretest and posttest to measure students' performance. An independent sample t-test was conducted to compare the means of the two groups in both pretest and posttest. For the pretest, there was no significant difference in the mean scores for the flipped classroom (M=14.50, SD=3.33) and the non-flipped classroom (M=12.35, SD=3.57); t(38)=1.97, p=0.056, indicating that the groups are similar at the baseline. For the posttest, there was a significant difference in the mean scores for the flipped classroom (M=25.85, SD=2.08) and the non-flipped classroom (M=22.10, SD=3.39); t(38)=4.22, p=0.000. These results suggest that the flipped classroom approach has a positive effect on improving students achievement. However, due to the nature of quasi-experimental design that does not utilize randomized sampling, coupled with a small number of participants and short duration of the study, no generalization can be made at the moment, and further rigorous studies need to be done.

Keywords: *Flipped classroom, teaching Arabic grammar, students' achievement, quasi-experimental design*

****

11:40am to 12:00pm (Edu/Eng/ID:169)

Interpretation of Smiling and Laughing Emojis: Comparison Based on Gender and Age of Internet and Mobile Users

Rawdhah Paiz
International Islamic University Malaysia
(Email: rawdhahp@gmail.com)

High penetration of smartphones along with easy accessibility to the Internet have resulted in the rise of the number of emojis invented and used. The emojis represent facial expressions in online interactions, and are used to give an emotional context to the messages. However, emojis are normally used based on a user's understanding of what an emoji is conveying. Thus, it could be interpreted differently by the users. This study was conducted to determine if there are differences between male and female users in what they wanted to convey when using the emojis. Their age was also studied for the same purpose. The respondents were asked to list out the meanings of the emojis given. It was found that there were no differences in terms of the respondents' gender and age in what they thought was conveyed when using the smiling and laughing emojis.

****

****

11:00am to 11:20am (Tourism/ID:14)

Street Food Profiling: A Case Study Of Jonker Street, Melaka
Siti Nurhayati Khairatun
Department of Food Service & Management, Faculty of Food Science & Technology, Universiti
Putra Malaysia, Serdang, MALAYSIA.
(E-mail: snkhairatun@upm.edu.my)

Street food is one of the many tourist attractions in countries around the globe. Because of diversity in geographical and cultural facets, street food has reflected the uniqueness of local taste and ingredients in their food preparation. Due to its copious food offerings, street food offers a rich gastronomy landscape to both local and foreign tourists. The incomes generated from this tourist site is estimated to reach billions. Previous literature revealed that many popular street foods sold were a representation of local food heritage. However, in line with a recent trend in food globalization, street food is now commercialized beyond its authenticity. In Malaysia, street food has become part of the food culture among the food enthusiasts. This paper presents a street food profiling of one of the most popular tourist attractions in Melaka, Jonker Street. The main objective of this study is to develop a street food profile of Jonker Street. An on-site observation was conducted to examine the types of food sold and the range of prices offered. A descriptive analysis was completed to characterize the street food. The findings indicated that most of the food sold here are representing international and trendy flavor rather than local. This study also proposes a research framework for street food characterization in Malaysia.

Keywords: *street food, profiling, observation, Jonker Street, Melaka*

****

11:20am to 11:40am (Tourism/ID:26)

A Comparative Study On Travel Brochures Of Multicultural Representation Of Malaysia
Ariezal Afzan Hassan, Nur Hafezah Hussein, Wan Suzanna Aafanii Adeeba Wan Ibrahim
Universiti Malaysia Kelantan
(Email: ariezal@umk.edu.my, nhafezah@umk.edu.my, suzanna@umk.edu.my)

The depictions of landscape, architecture, food and people have been extensively exploited in travel brochures to induce exhilaration within travellers around the world. This study embarks on the avenue of multicultural representation in two different origins of travel brochures, which are produced by Malaysian and foreign travelling agencies. Malaysia was chosen as the sample for this study due to its diverse racial embodiment and composition. The population of Malaysia consists of multiracial groups in which the main ethnics are the Malays, Chinese, and Indians. There are also other ethnics in the island of Borneo (East Malaysia) comprising of the Ibans,

Kadazan Dusun and a myriad of other sub-ethnic groups. Representation is a cultural process through which individual and collective identities are established, which are also governed by societal institutions and structures to control any aspects of representation, such as the frequency and nature of portrayals of individuals or a different group of people. The study employed content analysis to generate descriptive information by determining the amount of coverage and the representations of Malaysian multiculturalism in the two origins of travel brochures. In particular, photographs in the respective brochures will be analysed in studying Malaysian multiculturalism representation. The findings suggest that Malaysian-produced travel brochures showed more similarity to the real population and racial composition of Malaysia while the foreign-produced travel brochures showed a larger segment of Chinese representation in Malaysia. This is due to the fact that foreigners especially Westerners are more familiar with Chinese culture attributing to the diasporic disposition that is prevalent and exists in most big cities around the world.

Keywords: *Travel Brochures, Multiculturalism, Malaysia*

****

11:40am to 12:00pm (Tourism/ID:168)

Thermal Comfort In The Face Of Climate Change: Are We Really Comfortable In Region With Increase And Prospect Of Voluntourism

Elina M. Husini[1], Lawrence P. Moveh[2], Medina Chukusa[3], Said K. Alkali4 & Yakubu A. Dodo[5]

[1,5] Sustainable Environmental Research Group, Faculty of Engineering and Built Environment, Universiti Sains Islam Malaysia (USIM), Nilai, 71800, MALAYSIA.
(E-mail: elina@usim.edu.my   drdodo@usim.edu.my)

[2] Facilities Department, Bola Tinubu Health & Diagnostic Center Lagos State University Teaching Hospital (LASUTH), Lagos NIGERIA.
(E-mail:lawrence.moveh@gmail.com)

[3] Nigeria Institute of Architect (NIA) Abuja Branch Nigeria
(E-mail: chukusamedina50@gmail.com)

[4] Family Homes Funds Nigeria, 3rd Floor Sinok House, Samuel Ademulegun Avenue, Opp. Fed.Min. of Transport Central Business District Abuja, Nigeria
(E-mail: saidalkali@gmail.com)

Global warming and environmental degradation are two of the greatest challenges facing the world today, there case of increase in the level of oceans, desert encroachment, hurricanes, earthquakes, tsunami, heat, flash floods etc. all of this have claimed lives while rendering millions homeless. Recent studies have shown that this will continue to increase with developing countries being the most vulnerable. Man's response to these challenges should not be limited to combating efforts alone but should also include adequate adaptation strategies that would help minimize the impending disasters. This paper examines the science of global warming and its implication on thermal comfort with increase and prospect of voluntourism in the regions were these prospects are high.

Keywords: *Thermal comfort, climate change, region, voluntourism*

```
**************************************************
```

Saturday Parallel Session IV – 11:00am to 12:00pm
Seminar Room 3
Chairperson:Dr. Siti Salwa Md Sawari

```
**************************************************
```

11:00am to 11:20am (Tourism/ID:30)

Analyzing The Push and Pull Travel Motivation Factor of Youth Tourist Towards Visiting Johor Bahru

Syamim Syauqi Mohd Erfino[1], Siti Salwa Md Sawari[2]
International Islamic University Malaysia
(E-mail: syamimerfinonz@gmail.com, salwa_sawari@iium.edu.my)

Youth travellers are becoming an increasingly important market for tourism industry players. The trend of youth tourism is expected to rise up to 300 million travellers by 2020 and dominate one sixth of the global tourists' market. The study has also identified that majority (70 percent) of young people travel for specific purpose. The purpose of this study is to provide an in-depth understanding of the factors that motivate youth to travel in Johor Bahru using the 'Push' and 'Pull paradigm of travel motivation. The study will be adopted a questionnaire survey that determine their source of motivation to travel and involved youth travellers (mainly students from universities and other institutes) within the age of 15 to 30 years. The data will be analysed using SPSS software by employing descriptive analysis and standard multiple regression. The findings of this study indicate that there are mulitple major factors for young people when choosing their motivation to travel to a city in Malaysia. Further analysis shows that there are significant differences among several motivation factors when it comes to local and international youth traveller. The contribution of this study is its indication towards which factors influence city destination choice among youth which will furhter enable Malaysian cities to develop and promote more appropriate and satisfactory tourim products and services for their young visitors.

Keywords: *Tourism, Motivation, Youth, Behavior.*

```
**************************************************
```

11:20am to 11:40am (Tourism/ID:43)

Educational Tourism: Understanding The International Students' Intention To Pursue Their Education In Higher Education Hub Pagoh

Muhamad Irfan bin Bustaipo
International Islamic University Malaysia
(Email: irfanbustaipo@gmail.com)

The competition in recruiting adequate international students and forming attractive image for them are the examples of problems facing by the universities nowadays. Therefore, understanding what influences international students' intention are very important to

universities especially for the new campus, KLM IIUM. This study presented an investigation on the relationship between the cognitive and the motivation of KLM international students to further their study in KLM and directly identify both of the KLM cognitive image and motivation of the international students. In order to accomplish the study, a qualitative approach that comprised the interview with the international students are administered. After the thematic analysis of the interview that involved 5 local students, the result showed that the main cognitive image of KLM IIUM is the physical infrastructure. On the other hand, the result also indicated that most of the international students mentioned their main motivation to come to KLM IIUM is the motivation to seek knowledge. Finally, this study also proved the significant relationship between the cognitive image and the motivation of KLM students to further their study in KLM IIUM. Since little research concerning the destination image building toward the non-profit corporate organization, this study surely filled the gap and helped KLM IIUM to pay more attention to key motivation and image building that will affects their institutional choice and university satisfaction.

Keyword: *Destination Image, Cognitive Image, Marketing, Motivation, Branding, University*

****

11:40am to 12:00pm (Tourism/ID:61)

Travel Motivations of First-time, Repeat, and Serial Malaysian Backpackers
Nuraini binti Ismail[1], Samshul Amry bin Abdul Latif[2]
International Islamic University Malaysia
(E-mail: nuraini313@hotmail.com, iium_samshul@iium.edu.my)

This study is conducted to identify the main push and pull factors that motivates Malaysian backpackers to go on a backpacking trip, and to investigate the differences of travel motivational factors between first-time, repeat, and serial backpackers. Data were analyzed by using descriptive analysis and conducted by means of a three-step process. First, backpackers' socio-demographic and travel behaviour were identified by using percentage analysis. Next, their travel motivational factors were recognized by assessing the mean scores. Finally, total mean-scores were evaluated to examine the highest push and pull travel motivational factors among first-time, repeat, and serial Malaysian backpackers. Findings show that the main factors which motivates Malaysian backpackers to go on a backpacking trip are stimulation (push) and nature (pull). The result indicated that Malaysian backpackers, regardless of their travel experience level, share the same interest in terms of travel motivation. However, the samples are heavily skewed toward females which could influence the results choices.

Keywords: *Backpackers, Travel Motivation, Travel Career*

****

Saturday Parallel Session IV – 11:00am to 12:00pm

****

11:00am to 11:20am (Tourism/ID:57)

The Influence of Product and Expense of Tourism On Tourist Preference with Tourism Object Integration Mediating Variable in Padang City

Hasdi Aimon[1], Hari Setia Putra[2], Nanda Alfarina[3]
[1,2,3]Economics,Universitas Negeri Padang, Indonesia
(E-mail: hasdi_aimon@fe.unp.ac.id, hari.putra@fe.unp.ac.id, nanda.lfarina@gmail.com)

This study aims to explain the influence of product and tourism expense veriable on tourist preference through mediating tourist integration variable in Padang City. Furthermore, also explained causality relationship between tourist preference and integration of tourism object in Padang City. This study uses survey data on visitors of tourism attractions in Padang City namely Pantai Padang, Pantai Air Manis, and Gunung Padang with an accidental sampling method. The analysis model uses moderation regression. The result of this study show the tourist's preference for tourism in Padang City have the average preference degree at 66.20 percent based on preference range 48.01 – 84.39 percent, where product and expense of tourism variables have a significant effect on tourist preferences mediated by the integration of tourism variable. After that, the integration of tourism object has a causality relationship with tourist preferences. This research recommends the Padang City government to intensify the integration between tourism object through the increasing of investment on tourism product in Padang City.

Keywords: *Tourist Preference, Tourism Objects Integration, Tourism Product, Tourism Expenses.*

****

11:20am to 11:40am (Tourism/ID:64)

Personality Traits Of Orang Asli Bateq Towards Tourism Development At Taman Negara Pahang

Mohd Hasrul Yushairi B. Johari[1], Nur Adillah Binti Khairul Azman[2], Nur Shahirah Binti Suhanan[3], Firdaus Bin Mohd Yusof[4] and Zamzuri Ahmad Nazari[5]
Universiti Teknologi MARA, Kampus Bandaraya Melaka
(E-mail: hasrul436@uitm.edu.my)

Rapid tourism activities at Taman Negara Pahang (TNM) has contributed to some negative consequences of traffic congestion, litter, illegal wildlife trading which were a cultural shock to indigenous community that affect their quality of life. It was unpleasant when the proclamation of TNM as a protected area prohibited orang asli to perform animal hunting and sell forest products. It was a very unfortunate situation for the orang asli that their forest homeland was at stake by the government's move to make way for infrastructure development. At this juncture, conflicts had arisen between *Orang Asli Bateq* and tourists (as a result to tourism development).

The position of *Orang Asli Bateq's* who is the majority group and regarded as the 'son of soil' is obviously tolerated and their feelings are ignored. It was believed that the government has done one unfortunate indiscretion that had jeopardized orang asli's life. Their responses towards support to tourism development is essential so that their concerns are heard, thus reduce their resentment towards the gradual encroachment of modern development into their area. The researcher employed Emotional Solidarity Theory and Personality Traits Theory to investigate the impact on their perceptions of tourism which explain support for tourism development. The study used structured face-to-face interview at their several fragmented residential areas that is deep in the jungle. About 125 survey data were collected. Results showed that sympathetic understanding and welcoming nature were the strongest factors influencing *Orang Asli Bateq's* attitudes towards tourism development while the effect was different among males and females with differing personality traits. Findings revealed that the effect of welcoming nature and emotional closeness on *Orang Asli Bateq's* attitude towards tourism development was significantly different with their personalities of high agreeableness and extraversion, while openness to experience, conscientiousness, and neuroticism did not portray a significant association.

Key words: *Orang Asli Bateq, Personality traits, tourism development, Taman Negara*

****

11:40am to 12:00pm (Tourism/ID:162)

Customer Satisfaction Towards Service Quality and Company Image Offered by Air Asia

Aishah Zuhairi and Mazni Saad
International Islamic University Malaysia, IIUM Pagoh, Malaysia
(E-mail: aishahzuhairi@gmail.com and maznisaad@iium.edu.my)

Recently, the term satisfaction has been extensively used in tourism. In general, service provider sectors are striving to meet their customer's satisfaction by delivering the best hospitality for their business. The importance of customer satisfaction can never be ignore especially when working in tourism industry. In fact, delivering good customer service experience are essentials for most businesses especially service provider. World Tourism Organization has proposed to Governments to establish National Certification System for Sustainable Tourism and among the suggested criteria in social indicator is guest feedback system and customer satisfaction. Failure in delivering good customer service has brought so many negative impacts especially in terms of customer loyalty and sustainability of the businesses. The objective of this research is to point out the reactions on customer satisfaction regarding service quality and company image offered by Air Asia by using Parasuraman SERVQUAL Model. This study has highlighted four components of service quality which is, caring, reliability, tangibility, and responsiveness. The second objective is to recognize the significant issues that can influence the progression of customer satisfaction on Air Asia management and the last objective is to verify the importance relationship of company image and services quality toward customer satisfaction of the Air Asia management. By understanding customer satisfaction, the authorities for service provider in tourism sector could take actions that will enhance local Airlines Industry image and brand as well as ensuring the

sustainability of the business. The research will be conducted in Kuala Lumpur International Airport (KLIA), Sepang, Selangor.

Keywords: *Airlines, Customer Satisfaction, Company Image, Service Quality*

****

Saturday Parallel Session IV – 11:00am to 12:00pm
Classroom 3
Chairperson: Muhammad Syah'izzat Bin Md Taib

****

11:00am to 11:20am (Tourism/ID:72)

Research Paradigms In Ecotourism Research: Why And How It Should Be Applied?

Velan Kunjuraman
Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan
(E-mail: velan1199@gmail.com)

Research paradigms in tourism research have been paid much attention by tourism scholars around the world, and positivism had always been a popular research paradigm among quantitative scholars. However, qualitative research scholars reported their concerns towards the usefulness of the research paradigm in tourism research which is based on the qualitative approach. There exists an argument for the lack of tourism research that applies existing research paradigms, particularly interpretivism or constructivism. The world view of the researcher is determined by research paradigms, and this paper emphasizes the importance of the application of research paradigms in tourism research, particularly for ecotourism research. The current paper was written based on my experience as a PhD scholar who embarked on a qualitative study on ecotourism in Malaysia. My PhD study focused on the social transformations of local communities through community-based ecotourism for the sustainable livelihood of the Sukau and Bilit villages of the lower Kinabatangan area in Sabah, Malaysia. In order to assess the effectiveness of ecotourism as a livelihood strategy to deliver social transformations on local communities, the adoption of the qualitative research approach and constructivism research paradigm was deemed appropriate. It is my hope that this paper would encourage readers to have a better understanding about my choice of research topic and research paradigm. I also hope to inspire future tourism scholars to apply the constructivism paradigm in their studies which is based on the qualitative approach.

Keywords: *Research paradigm, Doctoral study, Asian researcher, Constructivism, Ecotourism*

****

11:20am to 11:40am (Tourism/ID:12**7)**

"Find Our Way Back": Personal Integrity Towards Islamic Sustainable Tourism

Siti Syahirah Saffinee, Mohammad Aizat Jamaludin[1], Khairusy Syakirin Has-yun Hashim[2] and Mohd Fairuz Mat Yusoff[3]
[1,2] International Institute For Halal Research And Training (Inhart), Kict Building, International Islamic University Malaysia (Iium), Jalan Gombak 53100 Selangor.

(E-mail: syahirahiium@gmail.com, mohdaizat@iium.edu.my, syakirin@iium.edu.my)
[3] Kuliyyah of Economics and Management Sciences (KENMS), International Islamic University Malaysia (IIUM), Jalan Gombak 53100 Selangor.
(E-mail: fairuz7ten@gmail.com)

"Without the integrity, tourism would be tarnished". In Islam, the values-based principles instilled on the character and beliefs as the acting is all accountable in a holistic approach. This study designed to explore the personal integrity of sustainable tourism in an Islamic way. The main purpose of this paper is to provide a literature review on personal integrity and issues pertaining to Islamic sustainable tourism, taking into account academic publications published in the last five years. A qualitative approach (i.e document analysis) was initially employed to identify possible elements. Next, the Computer-Assisted Qualitative Data Analysis Software (CAQDAS) ATLAS. ti V8 was used. The outcomes determined four major elements which can be affecting personal integrity such as responsibility, trust, morality, and ethics.

Keywords: *Personal Integrity, Islamic Sustainable tourism, Atlas.ti V8*

****

11:40am to 12:00pm (Tourism/ID:86)

Predictors of Malaysian Customer Satisfaction On Korean Ethnic Foods at Korean Restaurants in Malaysia

Nurnatasha Juanico Binti Edmund[1] and Siti Yuliandi Ahmad[2]
[1,2]Department of Tourism Planning and Hospitality Management, Kulliyyah of Languages and Management, International Islamic University Malaysia.
(E-mail: nurnatashajuanico150@gmail.com, sitiyuliandi@iium.edu.my)

Experiencing Korean ethnic food had become a global trend around the world. In Malaysia, people started to purchase Korean good and food because of the Korean wave. However, competition between the ethnic restaurants was becoming aggressive and people nowadays tend to consume Korean ethnic food more. Therefore, this studied aims to determine predictors on the customer satisfaction among Malaysian towards Korean ethnic food at the Korean restaurants in Malaysia. This researched was conducted based on the two main objectives, which were to identify the significant predictors that influencing Malaysian to consume Korean ethnic food at the Korean restaurants and to investigate the level of Malaysian satisfaction at the Korean restaurant in Malaysia. This researched was a quantitative researched and using quantitative method through a questionnaire to collecting data. A surveyed designed for Malaysians who had been to Korean restaurants in Malaysia and was distributed via online to the 300 respondents. The questionnaire was eligible to the respondents who were aged above 15 years and non-probability convenience sampling technique was used for the selection of respondents in this study. However, the online survey was limited because it was only posted on the WhatsApp group and Facebook. The findings

identify the perceptions and satisfaction of consumers at the Korean restaurants in Malaysia. In addition, the findings present the significant relationships between the predictors and the customer satisfaction of consuming Korean ethnic food. The result of this studied had helped to improve the food and service attributes of Korean restaurants in Malaysia for better customer satisfaction.

Keywords: *Korean ethnic food, food quality, service quality, physical environment, customer satisfaction*

****

Saturday Parallel Session V – 2:20pm to 3:20pm
Seminar Room 1
Chairperson: Nur Amnah Binti Duniya

****

11:00am to 11:20am (Lg/Eng/ID:18)

Creative Language: Aphorisms, Parables and Fables of Spirituality in Modern Literature

Homam Altabaa[1], Adham Hamawiya[2]
Assistant Professor, Department of Fundamental and Interdisciplinary Studies, Kulliyyah of Islamic Revealed Knowledge and Human Sciences, IIUM.
(E-mail: drhomam@iium.edu.my, adhamawiya@iium.edu.my)

Kahlil Gibran is arguably one of the most significant poets and novelists of Arabic literature and a leading figure in popular American poetry in the twentieth century. His works, beginning with "Music" in 1905 and ending with "The Wanderer" in 1932, convey profound spiritual and idealist messages. A majority of his works seeks a social and spiritual utopia, although some works seem to be a strong condemnation of organized religion and the church. This paper seeks to explore the spiritual messages expressed in the English works of Gibran through the media of aphorisms, parables and fables. The use of these genres has been historically well studied in the religious and literary contexts, as is the case, for instance, with the parables of the New Testament and Aesop's Fables. However, the use of aphorisms, parables and fables in a modern spiritual context, especially in the case of Gibran, has not been extensively examined. The aim of this paper is to gain a better appreciation of this literary giant's creative use of language that ensured his universal success and enduring fame across cultures.

****

A Sociolinguistics Analysis Of Genericized Brand Names In American English

Amy Zulaikha Mohd Ali
Universiti Malaysia Pahang
(E-mail: amyzulaikha@ump.edu.my)

In our modern society, a vast number of trademarks are being integrated into everyday language and used as generic terms in the media. A trademark is any word, name, symbol, or device that identifies and distinguishes the source of the goods of one party from those of others. This study focuses on generic terms with regards to trademarks that cease to be protected when they start to be more widely used for and understood as, a type rather than a brand. The inclusion of such terms in dictionaries, even when marked 'trademark' as in ™ or 'registered' as in ®, indicates that the status of these terms has begun to shift. The study aims to look at the differences in the status of a word with respect to its genericness, and the morphosyntactic evidence that shows genericization. A total of 100 generic terms were selected from multinational and established companies from the late nineteenth century, which still exist today. The study concludes with a discussion of the implications of its findings and proposes a number of directions for further research.

Keywords: *brand names, trademark, genericization, morphosyntactic, American English.*

****

Factor Influencing Intention of IIUM Students to Choose Shariah Compliant Hotel

Amirul Asyraf Laila Satria[1], Siti Salwa Md Sawari[2]
Department of Tourism, Kulliyyah of Languages and Management, International Islamic University Malaysia, Johor, MALAYSIA
(E-mail: amirulasyrafls24@gmail.com, salwa_sawari@iium.edu.my)

Islamic tourism is growing rapidly in Malaysia due to the majority Muslim population of this country. The provision of good trade facilities and infrastructures, Malaysia has set to be a leading global Halal hub. With this target it is vital to have Shariah compliant hotel which providing the demand and needs of Muslim travelers. However, there is very limited sources of research that have study the potential of Shariah compliant hotel (SCH), from the views of potential Muslim travelers. Thus, the purpose of this study is to analyze factors that influencing IIUM students to choose Shariah compliant hotel. The study was adopted a questionnaire survey that determine the sources of preferences to travel into Shariah compliant hotel. The data was analyze using SPSS software by employing descriptive analysis, correlation and multiple linear regression. The findings of this study was determine by the factors influencing IIUM students to choose Shariah compliant hotel. The results showed that subjective norms and perceive behavioral control influence intention significantly.

Keywords: *Shariah Compliant Hotel, Tourism, Hotel.*

****

****

11:00am to 11:20am (Tourism/ID:142)

The Suitability of Public Parks as One Of The Tourist Attractions.
Nurul Saadah Binti Lokman[1] and Noorsidi Aizuddin Mat Noor[2]
[1,2] Universiti Teknologi Malaysia
(E-mail: saadahlokman@gmail.com, noorsidi@utm.my)

While assessments of tourism attractions are among the fundamentals of tourism planning, tourism is being touted by the central government as an economic pillar, tourism growth represents one way in which to attempt to develop the country's interior regions. Surprisingly, "only limited research attention has been paid specifically to tourist attractions, although they occupy a vital position in tourism development. We then demonstrate a range of evaluation criteria that can be employed to explore the tenability of using public money to further develop these attractions. Generally, the 10th Malaysia Plan (10MP) recognizes the importance of environmental sustainability as part of a comprehensive socioeconomic development plan which focuses on several issues including environmental degradation and the sustainable use of natural treasures. The support of the Malaysian government in ensuring the smooth development and balance of the city are strengthened with the Eleventh Malaysia Plan (2016) to 2016-2020. The 11th Malaysia Plan emphasizes green growth where it has become an important shift in the socio-economic development of the country as well as protecting development outcomes and biodiversity. Hence, the balance of property development and the environment need to be parallel to ensure the balance of the city as well as enhance the resilience of climate change and natural disasters. The article aims at providing a brief description of the socioeconomic development in order to contribute to real estate development and also for tourism indicator. The finding on this paper, there are seven economic indicators on real estate in general.

Keywords: *Green Space, Property, Residential*

****

11:20am to 11:40am (Tourism/ID:111)

Development of Islamic Education Institutions as Halal Edu- Tourism Attractions : A Malaysian Experience
Farah Mohd Shahwahid[1], Noor Raudhiah Abu Bakar[2], Siti Hawa Radin Eksan[3], Nurza mohamed Yusoff[4]
[1,2,3,4]Selangor International Islamic University College (KUIS), Bandar Seri Putra, Kajang, Selangor,
(E-mail: farahms@kuis.com, raudhiah@kuis.edu.my, sitihawa@kuis.edu.my,
nurza@kuis.edu.my)

Educational tourism (edu-tourism) involves the traveling to a location by group of individuals for the purpose of building their experience or learning something new. Educational tourism is growing as a new market segment in Malaysia's tourism sector. There is also a rising interest for Halal Tourism in Malaysia. Both these sectors are strong contributors to the Malaysian tourism industry. Tourism industry continues its significant contribution to Malaysia's economy with a share of 14.9 per cent in 2017 as compared to 10.4 per cent in 2005. Malaysia intends to fully capitalize on the trend of global travel by introducing tourism products that are both Syariah Compliant and educational experience. Besides being a competitive Halal tourism destination, Malaysia also has many educational institutions that offer quality education in various fields. These institutions have the potential to be tourism attractions. This paper looks at educational tourism in the Islamic perspective and the criteria to be fulfilled for an Islamic Higher Education Institution to be successful in Halal edu-tourism. This qualitative study was done by document research and in depth interviews with stakeholders from two Islamic education institutions. The findings from this study offers some insights for the development of Halal Edu-tourism products in the form of education institutions in Malaysia.

Keywords: *Halal tourism, Edu-tourism, Halal Edu-tourism, educational institutions, tourism attraction*

****

11:40am to 12:00pm (Tourism/ID:166)

INSIDE OUT OF MUSIC FESTIVAL: AN ISLAMIC PERSPECTIVE
Khairiah Ismail[1], Nawal Hanim Abdullah[2] and Norol Hamiza Zamzuri[3]
[1]Taylor's University Lakeside Campus
(E-mail: Khairiah.Ismail@taylors.edu.my)
[2]Faculty of Economics and Management, UPM
(E-mail: nawal@upm.edu.my)
[3]Faculty of Business Management, Universiti Teknologi MARA (UiTM)
(E-mail: norol@uitm.edu.my)

A music festival considered as a popular music event among the festivalgoer's around the world. It is a platform whereas most of the tourists travel to other countries to attend a music festival. However in Malaysia, a music festival is not supported by the local communities. It is because they assume the music festival content has always been related to illegal substances like alcohol and drugs. In fact, in Malaysia, which is known as an Islamic country, organizing a music festival is not appropriate. The aim of this paper is therefore to examine the perception of the local community about the organization of the music festival in Malaysia. Their opinion will focus mainly on the Islamic perspective. This paper adopts a qualitative methodology consisting of primary and secondary data. Primary data generated from semi-structured interviews with relevant respondents and secondary data derived from related academic journals and online databases. The findings revealed that a number of perceptions of the local community were

conspicuous, such as prohibited and legitimate. In addition, respondents suggested an Islamic legal framework for the organization of a music festival in Malaysia. The impact of this finding is significant for the event and the tourism industry, particularly in Malaysia. However, a comparative analysis between the organizer of the music festival and the festivalgoer suggested for future study.

Keywords: *Music festival, Music event, Islamic Perception, Tourism, Festivalgoer's*

****

Saturday Parallel Session V – 2:20pm to 3:20pm
Seminar Room 3
Chairperson: Akhmal Hakim Bin Mohamad

****

2:20pm to 2:40pm (Tourism/ID:100)

Effect Of Cognitive Image Towards Tourist Satisfaction In Theme Parks Malaysia
Nur Inani Binti Muhammad Zuki
International Islamic University Malaysia (IIUM)
(E-mail:nrinani95@gmail.com)

The study is to provide in depth understanding regarding cognitive image influences towards tourist satisfaction in theme parks. The data collected can be used to identify the standards requires for the theme parks to be worldwide brand. The data collected using questionnaire and distributed among tourist who have been to the chosen theme park. The study also focused on the attributes that can be used to the theme parks in Malaysia. In addition, from this study the image of the destination can be explore more from the cognitive image context. This is because the term of cognitive image still unfamiliar among researchers and developers in tourism industry. In the end of this study, it can provide the importance of destination image from the cognitive image context for the successful of the attraction destination to survive in the tourism industry in Malaysia. Besides, it can help the management of the theme park to improve their strategy from the marketing sides to attract visitor to visit theme park.

Keywords: destination image, cognitive image, tourist satisfaction

****

2:40pm to 3:00pm (Tourism/ID:163)

Plastic Obsession Among Malaysian Tourists: How Far Is It True?

Najiyah Md Zaliki[1] andMazni Saad[2]
Department of Tourism Planning and Hospitality Management, International Islamic University
Malaysia (IIUM), Pagoh, Malaysia
(E-mail: najiyahzalik@gmail.com, maznisaad@iium.edu.my)

Plastic pollution is one of the prevalent global crises of the decade. The non-degradable nature of plastics had caused severe marine and land pollution which is responsible for the death of hundreds of marine species and birds. Over the years, the generation of plastic waste shows no sign of slowing down and The United Nations have predicted that the amount of plastic in the ocean would weigh more than fishes by 2050. The tourism industry greatly depends on the natural environment as one of its main resources to thrive. In contrast, tourism is also known to generate a great amount of waste to the environment making it as one of the contributors for this crisis. The depletion of environment would give adverse impact on the growth of tourism to a destination. It is a vicious cycle that should be stopped in ensuring the sustainability of a destination and tourism as a whole. This study is in line with targets developed under the Sustainable Development Goals (SDG) 12 established by the United Nations that aims to substantially reduce waste production by 2030. This study intends to understand an untapped angle of the issue, from the perspective of Malaysian tourists as tourism consumers. In this study, the practice of tourists prior to travelling will be assessed to understand its influence on tourists' behaviour in regard to plastic usage during travels. By understanding tourists' behaviour, the authorities in a tourism destination could take measures that will encourage sustainable tourism practices among tourists while enjoying tourism growth and sustaining the destination in the long run.

Keywords: *Sustainable Development Goals, Plastic Pollution, Tourism, Practice, Behaviour*

****

3:00pm to 3:20pm (Tourism/ID:98)

The Use of Social Media for Trip Planning Process: Study of Domestic Tourists to Pahang

Fatin Shafiqa Fouzai @ Fauzi and Samshul Amry Abdul Latif
(E-mail: fatin.shafiqa@live.iium.edu.my and iium_samshul@iium.edu.my)

International Islamic University Malaysia

In recent years, the use and reliance of social media by tourists have increased. Social media becomes the alternative to traditional media in the process of trip planning and travel decisions. This study aims to identify the influences of social media towards the trip planning process, which are pre, during, and post-trip among domestic tourists who visited the state of Pahang, Malaysia. This quantitative study identified the influences of social media on two areas; namely the trip

planning process and the perceived level of trust. The data were collected using self-administered online questionnaires from domestic tourists who had visited the state within the past 12 months. The findings of this study indicate that the respondents use social media predominantly before the trip. The findings also show that travel information obtained through social media is perceived as trustworthy and reliable by the respondents. Future researchers may include larger samples from other demographic segments as well as inclusion of other tourist classification.

Keywords: *Trip Planning Process, Social Media, Travel Decision*

****

Saturday Parallel Session V – 2:20pm to 3:20pm
Classroom 1
Chairperson: Muhammad Nazirul Bin Mohd Noor

****

2:20pm to 2:40pm (Tourism/Eng/ID:9)

The challenges of promoting Islamic Tourism In Malaysia
Khairunnisa Mohd Rosdan Nordanish Sofea Illyana Roslim and Siti Salwa Md Sawari
(E-mail: nissarosdan@gmail.com,trackdown7@gmail.com,salwa_sawari@iium.edu.my)
International Islamic University Malaysia

Malaysia is making efforts to be one of the well-known Islamic tourist destination because of its Islamic setting. The country is already known as an Islamic country because of the establishing a halal centre for the services and financial products. In order to continuously step forward, novel concepts like halal tourism has been applying in recent years. Malaysia is one of the country that have a potential in advancing the Islamic tourism and the hospitality industry as the country is rich with arts, heritage and unique culture of Malay Muslims. This articles aims to explain challenges of promoting Islamic Tourism in Malaysia.

****

2:40pm to 3:00pm (Tourism/ID:28)

Identifying Muslim Youth Travellers' Perspectives On the Attributes of Shariah Compliant Hotels
Muhammad Hariz Irfan Hamdan[1], and Siti Salwa Md Sawari[2]
International Islamic University Malaysia
(E-mail: harizhamdan96@gmail.com, salwa_sawari@iium.edu.my)

Sharia Compliant Hotel is one of the new emerging concepts and innovative services in Islamic tourism specifically in hospitality industry. This concept focuses more on the Muslim travellers and countries in providing services needed by Muslims. However, the concept is still at the initial stage and thus, more research is required because most of the people are still confusing with the Sharia terms especially the hotel owners. This research aims to recognise the Muslim youth traveller's perceptions towards Shariah Compliant Hotel attributes. The data was collected using

questionnaires which were distributed to 269 undergraduate students from Kulliyyah of Languages and Management (KLM), International Islamic University Malaysia (IIUM) and it was analysed using SPSS software. The findings showed that most of the respondents agreed that facilities were the most important attribute in Sharia Compliant Hotel. From these findings, it is recommended for students to take appropriate actions to experience and understand more about the Shariah compliant hotels. Further research should be conducted in other areas and among students of different universities using random sampling procedure.

Keywords: *Tourism, Motivation, Youth, Behaviour.*

****

3:00pm to 3:20pm (Tourism/ID:136)

The Factors that Influence Customer Satisfaction towards Muslim Friendly Hotel and Facilities in Malaysia based on Maqasid al-Shariah

Aishah Binti Hussain and Khairusy Syakirin Has-yun Hashim
International Islamic University Malaysia
(E-mail: aishahbintihussain@gmail.com,syakirin@iium.edu.my)

This conceptual paper discusses about the factors that influence customer satisfaction towards Muslim friendly hotel and facilities in Malaysia based on Maqasid *al-Shari'ah*. This paper will further explain based on the most important elements in customer satisfaction like service quality, price and Islamic aspects consisted of physical attributes as well as non-physical attributes. The methodology of this paper is by analyzing past literature reviews from journal articles, proceedings, books, online news and other related sources. The findings will reveal the satisfactory level among the Muslim tourist towards Muslim friendly hotel and facilities in Malaysia. Furthermore, the study also will disclose the importance of *Maqasid al-Shariah* in Muslim friendly hotel and facilities in this country.

Keywords: Customer satisfaction, Muslim friendly hotel, Maqasid al-Shariah, tourism

****

LIST OF POSTER PRESENTATION

SUB-THEME: LANGUAGE

1	EXPLORING MULTI-PARTY INTERACTION IN TV TALK SHOW: NON-VERBAL AS RESOURCES FOR COOPERATIVE INTERRUPTION **Aida Sahira Mohd Azalan | Nur Nabilah Abdullah**	P1
2	HIGHLIGHTS ON CULTURAL INTELLIGENCE AMONG MALAYSIAN ARMED FORCES AND FUTURE RESEARCH TERRAIN **Dinie Asyraf Salehan | Muhammad Shafiq Azid | Muhammad Salim Muhammad Tufail | Mejar Hilmi Azani Husain**	P2
3	LANGUAGE, GESTURES AND MOVEMENT AS EVASION STRATEGIES USED BY DATO' SERI NAJIB IN NEWS INTERVIEW **Wan Muslihah Wan Mustaffa | Nur Nabilah Abdullah**	P3
4	THE FRAMING OF 'KELING' IN MALAYSIAN POLITICS: A CONTENT ANALYSIS OF NEWS AND SOCIAL MEDIA **Nurul Sofia Seth Binti Abdul Rahim Seth | Rafidah Binti Sahar**	P4

SUB-THEME: EDUCATION

5	ASSESSING THE KNOWLEDGE OF BUSINESS AND ACCOUNTING STUDENTS TOWARDS PLAGIARISM **Norjiah Muslim | Noor Malinda Mohamad Mohan | Nor Azah Jahari**	P5
6	INTERCULTURAL COMPETENCY AND STUDENT TRAVEL **Nur Sabirah Binti Sazli | Rafidah Binti Sahar**	P6

SUB-THEME: TOURISM

7	EXPLORING POSSIBILITIES OF ISLAMIC TOURISM IN MALAYSIA **Nor Afifin Nadia M Noor Azman | Nur Najwa Zulkifle | Siti Salwa Md Sawari**	P7
8	INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM) STUDENT'S ACCEPTANCE ON VIRTUAL REALITY (VR) AS A TOURISM MARKETING TOOL **Nuraliah Atika Binti Mohd Tukit | Nur Hidayah Abd Rahman**	P8
9	MEASURING TOURIST SATISFACTION WITH MULTIPLE MOSQUE DESTINATION ATTRIBUTES **Nor Afira Yasmin Mohammad Roffe | Siti Salwa Md Sawari**	P9

CONFERENCE LOCATION

Main Hall Location
Presentation Room Location
Poster Presentation Location

LIST OF PARTNERS

TOURISM MUAR

INSTITUT PENDIDIKAN GURU
Kementerian Pelajaran Malaysia

Arab Researcher iD

LIST OF SPONSORSHIPS

LIST OF REVIEWERS

Education

1. Dr. Faiziah Hj. Shamsudin
    Email: faizjpm@gmail.com
    Contact Number: 012 2829359
    Institution: Pakar Rujuk Bahasa Melayu untuk Persatuan Bahasa Cina Malaysia

2. Madam Norhiza Mohd Salleh
    Email: norhiza@iab.edu.my
    Institution: UiTM Cawangan Melaka
    Contact Number: 0167767166

3. Mr Nazrul Nifkuzyaire Dato Zainudin
    Email: nazrul@defsecbiz.my
    Institution: Rebung Mas
    Contact Number: 0122799949
    Expertise: Journalist Bahasa Melayu

4. Associate Prof Dr. Muhammad Zaid Daud
    Email: zaid_daud93@yahoo.com
    Institution: Fakulti Bahasa dan Komunikasi, Universiti Malaysia Sarawak (UNIMAS) 94300
    Kota Samarahan, Sarawak
    Contact Number: 0173401883
    Expertise: Linguistics - Semantics, Pragmatics, Semiotics, Sosiolinguistic

5. Associate Prof Dr Azean Idruwani bt Idrus
    Email: azean@nilai.edu.my
    Institution: Department of Social Studies, Nilai University
    Contact Number: 01110707401
    Expertise: Linguistic and Discourse Analysis

6. Associate Prof Dr Safiek Mokhlis
    Email: safiek@umt.edu.my
    Institution: Faculty of Business, Economics and Social Development
    Contact Number: 0135185300
    Expertise: Educational Management

7. Associate Prof Dr Nor Hashimah binti Abu Bakar
    Email: hashimah@ipgmipoh.edu.my
    Institution: JABATAN MATEMATIK, INSTITUT PENDIDIKAN GURU KAMPUS IPOH, PERAK
    Contact Number: 0195596761
    Expertise: PENDIDIKAN MATEMATIK, PENDIDIKAN GURU, ISU PENDIDIKAN, PEMBINAAN
    MODEL-SEM PLS

8. Dr. Adeline Leong Suk Yee
    Email: alsy_82@yahoo.com

Institution: Department of Science and Mathematics, IPG Kampus Kent
Contact Number: 0162659369
Expertise: Science Education, Chemistry Education

9. Dr. Mohd Asnorhisham Adam
Email: asnorhisham@gmail.com
Institution: Pusat Kolaboratif Pembelajaran Literasi dan Numerasi, Pejabat Pendidikan Daerah Pasir Gudang
Contact Number: 0197367200
Expertise: Literacy and remediation

10. Dr. Bushro binti Ali
Email: bushro@gmail.com
Institution: Educational studies department. IPG Kampus Pendidikan Islam
Contact Number:0192290864
Expertise: Pedagogy, psychology, ICT

11. Cr. Dr. Ling Ying Leh
Email: lingyingleh@gmail.com
Institution: Politeknik Kuching Sarawak
Contact Number: 0163982588
Expertise: Pengurusan dan Pentadbiran Pendidikan, Pengajaran dan Pembelajaran, Pengurusan Psikologi dalam Organisasi Pendidikan

12. Dr. Jamal Rizal Bin Razali
Email: jamalrizal@ump.edu.my
Institution: Pusat Bahasa Moden & Sains Kemanusiaan, Universiti Malaysia Pahang
Contact Number: 0199322232
Expertise: Cognitive Linguistics, Sociolinguistics and Endangered Languages

13. Dr. Kamarudin bin Kasim
Email: kamarudink@utm.my
Institution: FSSK, UTM
Contact Number: 0192341262
Expertise: Educational Leadership

14. Dr. Augustine Leonard Jen
Email: augustine@parlimen.gov.my
Institution: Research & Library Division, Parlimen of Malaysia
Contact Number: 0168837696
Expertise: Social Science - Media, Information/Knowledge Management, International Relations, Defence, etc

15. Alshammari Eissa
Email: ealshamm@gmail.com
Institution: Arabic Language
Contact Number: +60133756609

Expertise: Social Science - Media, Information/Knowledge Management, International Relations, Defence, etc

Tourism

1. Dr. Susan Chin Tee Suan
   Email: tschin@mmu.edu.my
   Institution: Multimedia University
   Expertise: Management, Strategic Management, Marketing, Organisational Behaviour

2. Mr. Akmal Adanan
   Email: akmaladanan.work@gmail.com
   Institution: UiTM Cawangan Melaka
   Contact Number: 0137793993
   Expertise: Sustainable Tourism, Event Management, Tourism Marketing

3. Dr. Rosfadzimi Mat Saad
   rosfadzimi07@gmail.com
   Institution: UITM
   Contact Number: 0196303188
   Expertise: Economics and Management

4. Dr. Siti Salina Saidin
   sitisalina.saidin@gmail.com
   Institution: USM
   Contact Number: 0123962880
   Expertise: Business Information Technology

5. Dr. Genevie Eleanor Ruby
   genevieeleanor@gmail.com
   Institution: Universiti Putra Malaysia
   Contact Number: 013-8485081
   Expertise: Food safety, Food management, Food handling

6. Dr. Zatul Iffah Bt Mohd Fuza
   zatul710@uitm.edu.my
   Institution: UiTM Cawangan Terengganu, Kampus Dungun
   Contact Number: 60122240680
   Expertise: Tourism

7. Madam Nuradilah Binti Abas
   nuradilah.abas80@gmail.com
   Institution: Tourism and Hospitality Department,Politeknik Muadzam Shah,Pahang
   Contact Number: 0165042970
   Expertise: Tourism Development ,recreational Tourism

8. Dr. Zaharah Mohamed Rani
   zaharah.zmr@gmail.com
   Institution: Universiti Teknologi MARA

Contact Number: 0162050114
Expertise: Tourism Management, Tourism Marketing, eTourism, Heritage Tourism

9. Mr. Ahmad sahir jais
    a.sahirjais@gmail.com
    Institution: Politeknik Malaysia / Universiti Sains Malaysia
    Contact Number: 0133822328
    Expertise: Halal, Tourism transport, Halal Assurance systems, Foodservice, hospitality

10. Dr. Noorhaslina Bt Hashim
    leein16@gmail.com
    Institution: Universiti Malaysia Perlis
    Contact Number: 011-11107500
    Expertise: Food services

11. Mr. Mohd Fadzly bin Mohd Shuraim
    fadzly_mohd@yahoo.com
    Institution: -
    Contact Number: 011 3913 6360
    Expertise: Hotel and hospitality

12. Miss Genevie Eleanor Ruby
    genevieeleanor@gmail.com
    Institution: Universiti Putra Malaysia
    Contact Number: 0138485081
    Expertise: Food safety, food hygiene, food microbiology

13. 13. MR. QUAH WEI BOON
    skyman823000@yahoo.com
    Institution: LECTURER SUNGAI PETANI COMMUNITY COLLEGE
    Contact Number:0168024387
    Expertise: BUSINESS, HOSPITALITY, EDUCATION, HOTEL MANAGEMENT

14. Dr. Shamuni Kunjiapu
    shamuni.k@newera.edu.my
    Institution: New Era University College
    Contact Number: 0122868416
    Expertise: SMEs, Workplace learning, Tourism

15. Mr. Muhammad Adam Bin Senin
    madamsenin@gmail.com
    Institution: Ministry of Education
    Contact Number: 0133566602
    Expertise: English (CEFR), Education, Education, Social Science, History, Sociology

16. Associate Professor / Yasser Shehawy
    yasser.elshehawy@fth.usc.edu.sa

Institution: -
Contact Number: -
Expertise: Tourism Marketing, Planning, ICT's in Tourism, Human Resources in tourism

17. Dr. Mohd Syuhaidi Abu Bakar
    syuhaidi@uitm.edu.my
    Institution: Universiti Teknologi MARA (UiTM)
    Contact Number: +60127444174
    Expertise: Mass Communication, ICT, Tourism

18. Dr. Zulkhairul Naim
    zknaeim85@gmail.com
    Institution: University Malaysia Sabah
    Contact Number: -
    Expertise: Tourism

19. Dr. Zanderson Ngelambong
    anderson@uitm.edu.my
    Institution: Faculty of Hotel & Tourism Management, UiTM Pulau Pinang
    Contact Number: 017-2875731
    Expertise: Hospitality Marketing and Management

20. Ms. Kyra Law
    kyralaw@gmail.com
    Institution: Taylor's University
    Contact Number: 01116448018
    Expertise: Entrepreneurship

21. Dr. Mohamad Zaki Ahmad
    zaki888@yahoo.com
    Institution: Universiti Utara Malaysia
    Contact Number: 60194418055
    Expertise: Tourism, Community Development, Sustainable Tourism

22. Miss Paras Behrani
    paras.behrani@szabist.edu.pk
    Institution: Faculty of Management sciences,SZABIST university,Karachi
    Contact Number: +923122086664
    Expertise: Organizational behavior Human Resource management Industrial psychology

23. Miss Genevie Eleanor Ruby
    genevieeleanor@gmail.com
    Institution: Universiti Putra Malaysia
    Contact Number: 0138485081
    Expertise: Food safety, Food microbiology, Food hygiene, Quantitative studies (involving SPSS, PLS-SEM, AMOS)

24. Dr. Yusri Arshad
ayusri@utem.edu.my
Institution: Faculty of Technology Management and Technopreneurship & Centre of
Technopreneurship Development, Universiti Teknikal Malaysia Melaka
Contact Number: 0199317887
Expertise: Tourism, Information system, Management

25. Dr. Nadia Hanin Nazlan
nadiahanin@uitm.edu.my
Institution: Faculty of Hotel & Tourism Management UiTM Cawangan Selangor Kampus
Puncak Alam
Contact Number: 0122452116
Expertise: Hospitality & Tourism

26. Ms. Say Wah Lee
purplebubble99@hotmail.com
Institution: Shanghai Joao Tong University
Contact Number: 0124512196
Expertise: Business Administration and Tourism

27. Dr. Ruhaya Hussin
ruhaya@iium.edu.my
Institution: Department of Psychology, International Islamic University Malaysia
Contact Number: 0361965160
Expertise: Industrial & Organisational Psychology

28. Dr. Mageswari Kunasegaran
mag8515@yahoo.com
Institution: Senior lecturer
Contact Number: 0126219335
Expertise: Tourism, Human Resource

29. Mr. Ng Ming Yip
mingyip@unisel.edu.my
Institution: Lecturer
Contact Number: 0127065172
Expertise: Urban and regional planning

30. Mrs. Fadhilahanim Aryani Abdullah
aryani.a@umk.edu.my
Institution: Lecturer
Contact Number: 0192111980
Expertise: Tourism entrepreneurship

31. Dr. Wan Rusni Wan Ismail
wanrusnani@gmail.com
Institution: UiTM

Contact Number: 012 3921276
Expertise: Tourism/hospitality

32. Ms. Riza Emifazura Jaafar
    riza.e99@gmail.com
    Institution: Department of Marketing, University of Auckland
    Contact Number: 642108271789
    Expertise: Marketing, Tourism and Entrepreneurship

33. Dr. Ravinthran Mariappan
    dr.mravi.mas@gmail.com
    Institution: Malaysia Airlines
    Contact Number: +60176716108
    Expertise: Tourism, Education, Service, Engineering.

34. Miss Anisah Abdul Wafi
    anis.wafi@ftv.upsi.edu.my
    Institution: Fakulti Teknikal & Vokasional, UPSI
    Contact Number: -
    Expertise: Tourism (Event Management, Sports Event)

35. Dr. Yasmin Bani
    nor_yasmin@upm.edu.my
    Institution: UPM
    Contact Number: 0195960960
    Expertise: Economics

36. Mrs. Salwa Ibrahim
    salwa@ums.edu.my
    Institution: Universiti Malaysia Sabah
    Contact Number: 0109582131
    Expertise: Food cultural/ hospitality

37. Dr. Zahidah Ab Latif
    zahidah@ftv.upsi.edu.my
    Institution: Universiti Pendidikan Sultan Idris
    Contact Number: 0137233980
    Expertise: Food tourism, food service, consumer behavior

38. Dr. Nurul Syazana Hishamuddin
    syazana@uum.edu.my

39. Dr. Eshaby Mustafa
    eshaby@uum.edu.my
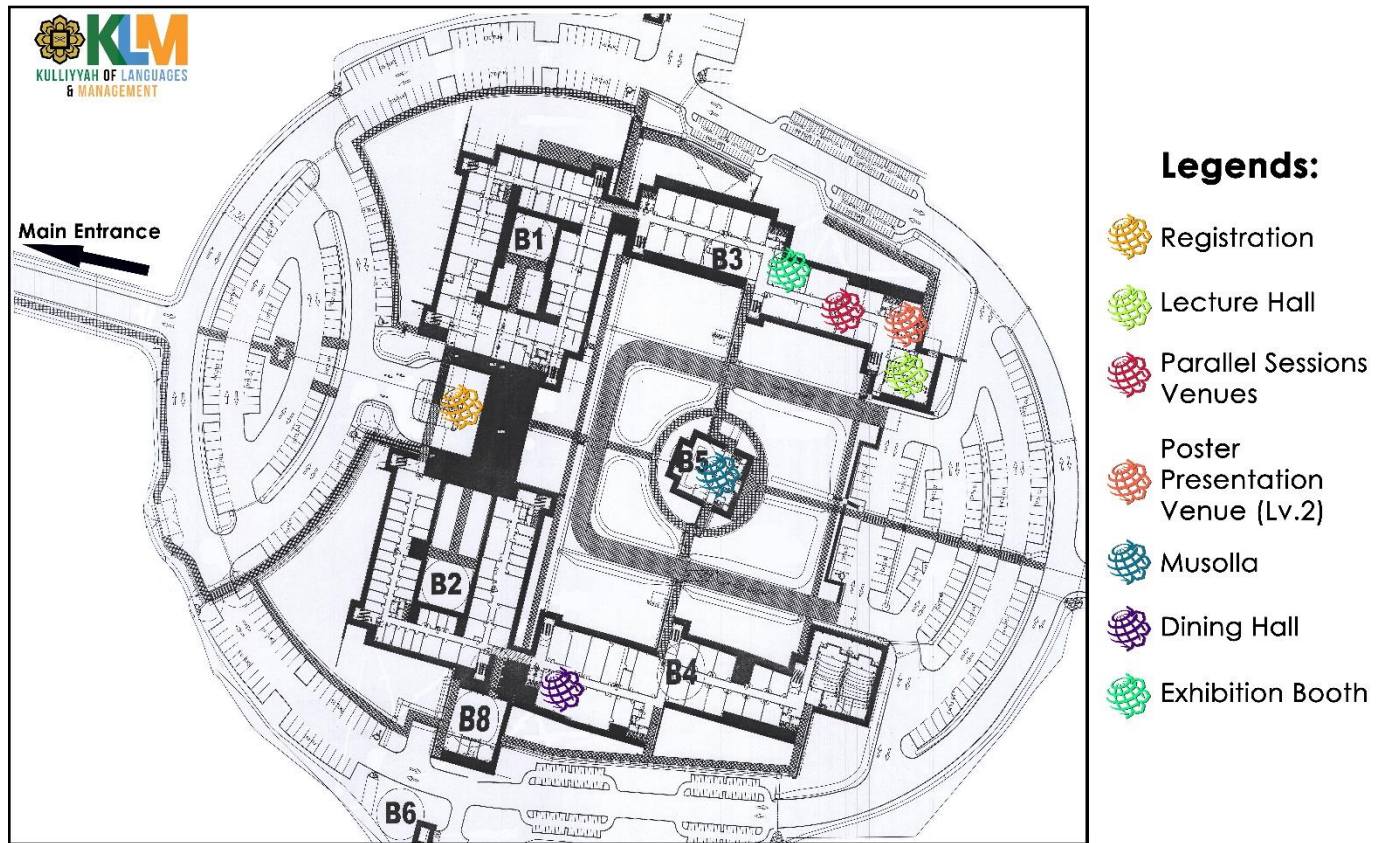
40. Dr. Amirul Husni Affifudin
    amirulhusni@uum.edu.my

41. Dr. Muna Maryam Azmy
    muna.maryam.azmy@uum.edu.my

42. Dr. Lina Munirah Kamarudin
    l.munirah.kamarudin@uum.edumy

43. Dr. Mohamad Zaki Ahmad
    zaki888@yahoo.com

44. Dr. Noor Rabiatul Adawiyah Nor Azam
    norrabiatul@uum.edu.my

45. 10. Mr Mohd Hanafi Azman Ong
    napieong@uitm.edu.my

46. Mr Muhammad
    muhammad@unishams.edu.my

47. Dr Zaliha
    zaliha.z@umt.edu.my

CONFERENCE INFORMATION

Site maps

INTERNATIONAL LANGUAGE & TOURISM CONFERENCE 2019 (ILTC 2019)
FLOOR PLAN

Legends:

Registration

Lecture Hall

Parallel Sessions Venues

Poster Presentation Venue (Lv.2)

Musolla

Dining Hall

Exhibition Booth

Emergency/Contact Number

+6 06-974 2601 (Office)

+60 13-252 8707 (Dr. Salwa)

+601116690494 (Sis. Arifah)