ICLET 2021

INTERNATIONAL CONFERENCE ON LANGUAGES, EDUCATION AND TOURISM 2021

PROGRAMME BOOK

THEME: "LANGUAGE, EDUCATION AND TOURISM – EMBRACING CHANGES AND CHALLENGES"

28, 29 & 30 JUNE 2021

ORGANIZED BY:

OFFICE OF JAMALULLAIL CHAIR, IIUM

IN COLLABORATION WITH:

KULLIYYAH OF LANGUAGES AND MANAGEMENT (KLM), IIUM

KULLIYYAH OF EDUCATION (KOED), IIUM

ICLET 2021

Organized by:

OFFICE OF JAMALULLAIL CHAIR,
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The Jamalullail Chair is an initiative under the Perlis Islamic Religious and Malay Customs Council (MAIPs), with the aim of promoting research and specialised studies in the field of Islamic studies, Islamic Banking and Finance, Arabic and English Language Studies, Islamic Tourism and Education

In collaboration with:

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(KLM)

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The International Conference on Languages, Education and Tourism 2021 (ICLET 2021) is a conference collaboratively executed together with the Jamalullail Chair, Kulliyyah of Languages and Management (KLM), Kulliyyah of Education (KOE), Kulliyyah of Islamic Revealed Knowledge and Human Science (KIRKHS) and the Centre for Languages and Pre-University Academic Development (CELPAD).

Formerly known as the International Language and Tourism Conference (ILTC), ICLET 2021 provides a more encompassing avenue for languages, tourism and hospitality, as well as education experts, academicians, practitioners, students and the general research communities to converge and share various matters and studies concerning those areas.

This conference can be tied to the SDG 4 (Quality Education) where through this conference, participants would be able to acquire knowledge via presentations from presenters and also keynote speakers.

Language, Education and Tourism - Embracing Changes and Challenges

CONFERENCE SUB-THEME

Languages	Education	Tourism
• Communication Studies • Intercultural Studies • Discourse Studies • Genre Analysis • Gender Studies • Language Policy and Planning • Language and Media Studies • Pragmatics • Rhetoric • Sociolinguistics • Language and Identity • Applied Linguistics • Professional Discourse • Translation Studies • Genre Analysis • Language and Gender • World English • Language and Technology • Assessment and Evaluation • Semantics • Pragmatics • Stylistics • English for Specific Purpose/Language for Specific Purposes • Literature	• Education Psychology • Education Administration • Islamic Education • Early Childhood Education • Technology and Tourism Education • Educational Leadership and Management • 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 • Digitalization and digitization in Tourism

WELCOMING NOTE

السلام عليكم ورحمة الله وبركاته

Greetings

I am very delighted to welcome you to the International Conference of Languages, Education and Conference 2021(ICLET 2021) hosted online from our very own campus in Pagoh Education Hub, Johor. The conference theme, "Language, Education and Tourism – Embracing Changes and Challenges" is an invitation to discuss research and issues related to languages, education and tourism, while emphasizing on Sustainable Development Goals (SDGs). The conference continues the tradition of bringing together researchers, academics and professionals, particularly those from these areas. The international character of this conference is illustrated and captured through the international participation from countries such as Indonesia and South Korea.

Dr. Mohd Azrul Azlen bin Abd. Hamid
ICLET 2021 CHAIRPERSON

The 3-day conference opens on Monday, 28 June 2021, with keynote speeches by renowned speakers: Datuk Dr. Mohd Daud bin Bakar, President of International Islamic University Malaysia, Prof. Dr. Stefania Maci from the University of Bergamo, Italy, Prof Dato Dr Teo Kok Seong, Visiting Professor, Universiti Kebangsaan Malaysia, Prof Dato' Dr Mohamad Sahari Nordin, International Islamic University Malaysia, Prof Dr Metin Kozak, Dokuz Eylul University, and Prof. Nik Mohd Rahimi Nik Yusoff Universiti Kebangsaan Malaysia

These renowned speakers will touch on embracing changes and challenges we are all facing from their respective expert perspectives on language, education and tourism.

A special gratitude goes to all committee members who dedicated their time with great effort to make this conference a success. This includes students who volunteered and staff of the Kulliyyah of Languages and Management and Kulliyyah of Education, 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 languages, education and tourism. It may provide an impetus for further study in these areas.

We thank all authors, participants and sponsors; MAIPs and BH Travel Sdn Bhd for their contributions. I hope you will enjoy the conference.

Dr. Mohd Azrul Azlen bin Abd. Hamid
ICLET 2021 CHAIR

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KEYNOTES
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DATUK DR MOHD DAUD BAKAR

(President of International Islamic University Malaysia)

Biodata:

Datuk Dr. Mohd Daud Bakar has been appointed as the 8th President of the International Islamic University Malaysia (IIUM) effective from 01st July 2019 until 30th June 2022. He is also Founder and Executive Chairman of Amanie Group. One of its flagship companies namely Amanie Advisors, is operating in few cities globally. He has recently been appointed as the Chairman of the Federal Territories Islamic Religious Council effective from 15th February 2021. He also serves as the Chairman of the Shariah Advisory Council (SAC) of the Astana International Financial Centre (AIFC), Kazakhstan and at the Central Bank of Malaysia, the Securities Commission of Malaysia, the Labuan Financial Services Authority, the First Abu Dhabi Bank, and Permodalan Nasional Berhad.

Datuk Dr Daud is also a Shariah board member of various global financial institutions, including the National Bank of Oman (Oman), Amundi Asset Management (France), Bank of London and Middle East (London), BNP Paribas Najma (Bahrain), Natixis Bank (Dubai), Oasis Asset Management (South Africa), Noor Islamic Bank (Dubai), Morgan Stanley (Dubai), Sedco Capital (Saudi and Luxembourg), and Dow Jones Islamic Market Index (New York) amongst many others.

In the corporate world, he is a member of the PNB Investment Committee. He is also the third Chair Professor in Islamic Banking and Finance of Yayasan Tun Ismail Mohamed Ali Berdaftar (YTI) PNB at Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM). In addition, he is the co-founder of Experts Analytics Centre Sdn Bhd and MyFinb.

In 2016, he received the "Award of Excellence for Outstanding Contribution for Shariah Leadership & Advisory" at London Sukuk Summit Awards and "Shariah Adviser Award" at The Asset Triple A Islamic Finance Award. In 2014, he received the "Most Outstanding Individual" award by His Majesty, the King of Malaysia, in conjunction with the national-level Prophet Muhammad's birthday. Under his leadership, Amanie Advisors received the "Islamic Economy Knowledge Infrastructure Award" at the Global Islamic Economy Summit, Dubai 2015, by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, Oct 2015.

He received his first degree in Shariah from University of Kuwait in 1988 and obtained his PhD from University of St. Andrews, United Kingdom in 1993. In 2002, he completed his external Bachelor of Jurisprudence at University of Malaya.

His first book entitled "Shariah Minds in Islamic Finance: An Inside Story of A Shariah Scholar" has won the "Islamic Finance Book of the Year 2016" by the Global Islamic Finance Award (GIFA) 2016. Then, his book on sukuk entitled "An Insightful Journey to Emirates Airline Sukuk: Pushing The Boundaries of Islamic Finance" has also won the "Best Islamic Finance Case 2017" by the GIFA 2017 in Kazakhstan.

His latest books include Mindset Is Everything (2019), The Hard Truth of Islamic Finance (2019), Ratiocination in Islamic Legal Theory (2019), and Corporate Matrimony (2019). His other books include Mainstreaming Islamic Finance (2018), Shariah is Life (2018), I Have 25 Hours A Day (2016), Dhuha (Cahaya Pagi yang Terang) (2020) and Kembara Ilmu Dari Sg. Kolok ke St. Andrew (2021).

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PROF STEFANIA M. MACI

Pro-Vice-Chancellor
(Education and Student Affairs)
Director of CERLIS
(Research Centre on Languages for Specific Purposes)
Full Professor of English Language and Translation
Dept. of Foreign Languages, Literatures, and Cultures
University of Bergamo

Biodata:

Stefania M. Maci (Phd, Lancaster University, UK) is Full Professor of English Language and pro Vice-Chancellor (Education) at the University of Bergamo.

She is Director of CERLIS (Research Centre on Specialized Languages), and member of CLAVIER (The Corpus and Language Variation in English Research Group), BAAL (British Association of Applied Linguistics), AELINCO (Spanish Association of Applied Linguistics), and ESSE (European Society for the Study of English). She also serves on the Board of AIA (Associazione Italiana di Anglistica).

Her research is focussed on the study of the English language in academic and professional contexts, with particular regard to the analysis of tourism and medical discourses.

Recent publications include: the monograph *English Tourism Discourse* (2020); the volumes *Scholarly Pathways. Knowledge Transfer and Knowledge Exchange in Academia* (2020), co-edited with Gotti and Sala; *Communicating English in Specialised Domains. A Festschrift for Maurizio Gotti* (2020), co-edited with Sala and Spinzi; and the papers: "Parents' narrative about congenital heart diseases" (2019); "Knowledge Dissemination and Evidentiality on Posters." (2019); ""The church was built on a basilica plan." Translating and mistranslating Italian churches' panels." (2019); and "#icantbreathe. Ideology and Consensus: Printed News vs. Twitter (2018)."

Title: **The language of tourism across time**

Abstract

Travel restrictions due to Covid-19 have hit Europe's tourism sector harder than anywhere else in the world, as confirmed by Eurostat. This is in addition to the recession that hit Europe in the past decade: European recovery seemed to be shelved in 2010 due to the air-traffic disruption caused by the Eyjafjallajokull volcano eruption and the economic uncertainty affecting the Eurozone. Economic volatility seems to have been ongoing, around the globe, since the 2010s, particularly in the Eurozone. Yet international tourism tries to stay on course, as state by the UNWTO Secretary-General : "UNWTO has been calling for concrete steps which put words of support into action. […] The sector has already shown its capacity to adjust to changing market conditions. Now, any growth strategy depends on international solidarity between the tourism sector and WHO, on the one hand, and governments, on the other, given that the tourism industry has always been one of their pillars. This is possible if the tourism sector responds to an evolving situation in a measured and responsible manner" (See https://www.unwto.org/news/covid-19-may-statement-unwto-secretary-general [26/05/2020].)

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All this also – and evidently – requires a well-constructed and successful campaign promoting destinations and targeting different types of customers. It is not the scope of this talk to suggest how such a well-constructed and successful campaign can be pursed. But what we can do here is to describe how a well-structured campaign can help a destination maintain its prominent position in the tourism market. Indeed, the 2019 report on international travel surveys by the Office for National Statistics indicated a 3% increase in overseas residents' visits to the UK compared to 2018.

The British Tourist Authority has been involved in the promotion of British tourism to the world market ever since 1969, with the mission of "[b]uilding the value of tourism to Britain, working in partnership with the industry and nations and regions to generate additional visitor spend".

According to the 2020 UNTWO report on tourism trends in 2019, the UK was the most visited destination in Northern Europe, followed by France, Italy, Spain, Portugal, Croatia, Greece and Malta, with Germany, Russia and the Balkan area becoming more and more competitive. For this reason, the British Tourist Authority has decided to continue its managerial strategy, to maintain global competitiveness, by involving the UK Government and the tourism industry in public investments through partner engagement and commercial activity.

Amongst the top 20 UK destinations selected by overseas tourists, the three most popular ones chosen in the period 1999–2019 were London, Edinburgh and Manchester. Considering the prominent position that these three cities have held for two decades, my investigation regarding digital texts focuses on the Official Tourism Boards for those cities, partners of VisitBritain.org, (www.visitlondon.com , www.edinburgh. org, www.visitmanchester.com) over a period of time stretching from 2003 to 2020.

In the first phase of my study, I reviewed the sites over this timespan from a semiotic perspective in order to assess how multimodal discourse was elaborated. The second stage of my investigation focused on the linguistic content of those websites. The analysis of these websites shows some interesting features. All texts offer hyper-modality in terms of visual and verbal interplay. The semiotic multimodal analysis reveals a pattern in which visual and verbal elements alternate so as to create a harmonious effect. The verbal element of these web pages apparently describes the tourist resort in a referential way. However, since the main goal of the texts is not to inform but to sell, all these texts clearly have a perlocutionary function.

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PROF DATO' DR TEO KOK SEONG
Felo Utama Bersama
Institut Kajian Etnik (KITA) & Institut Alam dan Tamadun Melayu (ATMA)
Universiti Kebangsaan Malaysia (UKM)

Biodata:

Prof Emeritus Dato' Dr Teo Kok Seong joined Universiti Kebangsaan Malaysia (UKM) (The National University of Malaysia) in 1982 after a stint as a trained secondary school teacher. Presently in UKM, he is a fellow at two research institutes: Institute of Ethnic Studies (KITA) and Institute of Malay World and Civilization (ATMA).

His academic interests are inter-link of language-society-culture, and linguistic integration/nation building with language as a unifying tool, which he cohered while studying at The University of California at Berkeley, USA where he obtained a PhD in Linguistics in 1993.

Tajuk: **Cabaran pada Perubahan dalam Bahasa Melayu kepada Jati Dirinya**

Kertas ini cuba berbicara tentang perubahan bahasa yang sedang berlaku dalam bahasa Melayu akibat kontak (sosial/budaya). Untuk ini, leksikon dipilih untuk diteliti dari sudut pertemuan bahasa (language contact) yang akan dibincangkan dalam kerangka sosiolingusitik dan sosiologi bahasa. Leksikon dalam pengertian kosa kata yang tidak dapat dinafikan adalah nadi bahasa, yang bukan sahaja berperanan penting untuk mengungkapkan gagasan (untuk komunikasi idea) secara tersurat, ia juga ikut mengungkapkan emosi (bagi pernyataan identiti) terhadap bahasa itu secara tersirat.

Sehubungan ini, leksikon bahasa Melayu atau unsur leksikal (lexical item) akan diteliti dalam konteks peminjaman (borrowing), lebih tepat lagi peminjaman kata (lexical borrowing), khususnya dalam konteks gangguan asing (foreign interference), yang akan dinilai kadarnya, sama ada sedikit, sederhana dan banyak. Untuk ini, penelitian tentang gangguan asing akan dilihat semata-mata dari segi faktor sosial. Dengan kata lain, gangguan asing ini akibat sebilangan faktor sosial akan dibahaskan sebagai penentu utama kepada hasilan linguistik daripada keadaan kontak itu.

Seterusnya perbincangan tentang gangguan asing ini akan disentuh dalam konteks pelestarian bahasa (language maintenance) dan peranjakan bahasa (language shift), khususnya dalam konteks jati diri (identity) bahasa Melayu dari pelbagai sisi: fisikal, psikologi, sosial dan paling penting, jati diri/identiti nasional.

PROF DATO' DR MOHAMAD SAHARI NORDIN
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Biodata:

Professor Dr. Mohamad Sahari Nordin is attached to the Kulliyyah of Education, International Islamic University Malaysia (IIUM) since 1987. He has been involved in developing and teaching courses in Assessment, Measurement, Statistics, Educational Psychology and Research Methodologies at the postgraduate diploma, master's and doctoral levels.

He received his early teacher training from Temenggong Ibrahim Teachers' College. He contributes in the planning, implementation and research in the areas of testing, assessment and higher education locally and internationally. Prof Sahari is a member of the Education and Human Capital Development Cluster of the Council of Professors Malaysia.

Title: **Humanizing Education: The Rights and Wrongs of Learning Assessment**

This paper presents some initial thoughts on the meaning and entailments of *assessment for learning* in the context of humanizing education. The impetus behind the preparation of this paper lies in our belief about human nature. Before all else, we believe that we are created to worship God and to humbly submit to His will, divine ordinances, and commandments to earn His pleasure, in everything we say, think and do. As Muslims, our *raison d'etre* is clear and distinctive and has been profoundly established in the Holy Qur'an. Mankind's existence is not accidental. It is not the result of evolution and natural adaptation of organisms.

Allah sent prophets to numerous nations and generations to convey His words and will. He revealed holy books to prophets. Obviously across time and space, mankind has been endowed with a consistent and verified corpus of knowledge and definite truths, divine paths, and the rights and wrongs of things. We are taught, guided, reminded, and given feedback about it through His words, massanger, anbiya, and ulama. We are being tested and assessed continuously to learn and improve in what we say, think and do. In a nutshell, to approach perfection every single one of us has been subjected to *assessment for learning*.

Based on this premise, we should consider *assessment for learning* as an alternative approach to humanizing education. Assessment, in general, is touted as a catalyst for transformation in education. It is the stand of this paper that, "*what gets assessed gets learnt.*" In this paper, we define assessment for learning as the process of collecting, analysing, and interpreting evidence of learning for students and their teachers to decide where the students are in their learning, where they need to go and how best to get there.

In keeping with the practices of the Prophet Muhammad (s.a.w.), the concept and practice of *assessment for learning* require the application of a set of instructional criteria. First, the assessor should define the objective(s) of the assessment to the point that the teacher and students would know—precisely—how the results are to be used. It is a good practice to assess the learning of challenging, engaging, and meaningful tasks rather than focusing on trivial achievements.

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Second, the assessor must develop an assessment description which specifies the task(s), expected load, grade allocation, submission schedule, timeline, scoring rubric, and exemplary works. Third, the assessor must be transparent and inform students about the nature of the assessment, leaving none of its aspects and requirements unexplained. This is considered a just practice in educational assessment. Assessment for learning encourages teachers to seek students' views and preferences about how they wish to be assessed, which in turn would inform faculty decisions on the nature of the task, its workload and corresponding timeline.

Fourth, the assessor must invite and facilitate an open and free-flow of student-teacher and student-student feedback and communication. Fifth, the assessment process should encourage students to revise and improve their work based on multiple sources of feedback, i.e., from teachers, peers and their own selves via self-assessment. A good practice is to recognize and reward error correction accordingly.

In sum, assessment for learning provides myriad opportunities to motivate and guide students to achieve more, including the desired social, emotional, spiritual, and generic competencies. Assessment for learning is a powerful tool to enhance teaching and learning and should be integrated into the system to bring Islamic Education to the next level.

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PROF DR METIN KOZAK
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Dokuz Eylul Univeristy

Biodata:

Prof. Metin Kozak holds bachelor's degree from Cukurova University (Turkey), Master's from Dokuz Eylul University (Turkey) and Ph.D. from Sheffield Hallam University (UK); all relating to tourism and hospitality management. He had published a wider range of articles in top-tier journals such as (Annals, TM, JTR, IJHM, Cornell Quarterly, JTTM), conference papers in more than 40 countries and books released by Elsevier, Routledge, CABI, Emerald, Springer, Cambridge Scholars Publishing among others. He acts as the co-editor of Anatolia and serves as an editorial board member of over 20 journals including Annals, JTR, JTTM, JBR, and TA.

In addition, Prof. Metin Kozak had served as an ad-hoc reviewer for many other tourism and hospitality journals. As a Research Fellow and Visiting Professor, he was affiliated with the University of Namur (1 September 2005-1 September 2006, Belgium), College of Charleston (20 June-10 July 2005, USA), Bournemouth University (1 July-15 August 2012, UK), Hong Kong Polytechnic University (1 August 2014-1 August 2015, Hong Kong SAR), and Bournemouth University (1 July-1 September 2016, UK). He is also involved in several tourism-based national and international research projects, particularly with his partners based in Europe and the US. Developing such partnerships has resulted in publishing quality journal papers, conference presentations and book chapters.

On the other side, he had been invited as a guest lecturer to conduct seminars or lectures in more than 15 countries worldwide. He also has an extensive experience in taking parts in the organization of various tourism and hospitality conferences, e.g., ATMC, Graduate Research Conference in Tourism and Hospitality, Interdisciplinary Tourism Research Conference, and IAST, TRC, AIEST, and CPTHL. He is also the co-founder of the above first three conferences. As of September 2017, his works have received over 350 citations in ISI-referenced journals and over 9,500 citations counted by Google Scholar. Recently, Prof. Metin Kozak was ranked among the top 25 prolific tourism researchers in terms of the number of publications from 1985 to 2004 (Zhao & Ricthie, 2007) and from 2000 to 2009 (Park, Phillips, Cantr & Abbott, 2011). In addition, he was also ranked among the top 50 prolific scholars in terms of the frequency of cited articles (McKercher, 2008).

Apart from that, he was elected as the Fellow of the International Academy for the Study of Tourism (Hong Kong, SAR), Research Centre (Austria), International Academy of Culture, Tourism and Hospitality Research (USA), and Association of Scientific Experts in Tourism (Switzerland). His research interests entail quality management, destination management and marketing, and consumer behaviour. His current affiliation is with Dokuz Eylul University, Turkey.

Title: **The nature of tourism studies: Suggestions for the future**

Disregarding COVID-19 for now, until early this year, tourism was a very popular field of study and investigation. Since its foundations in the 1970s, tourism research has been expanding exponentiallyin parallel with the fact that there has also been an increasing number of journals, books, conferences, and institutions. Pressure on "more" meaning that the new system has not only more articles but also more administrative work. But sources and time are limited sources. The outputs of scientific publications have lost their value and become more mechanic. Incentive systems introduced in many countries have led to releasing the natural way of data production and its dissemination. Like the contents of subjects being investigated, the type of methods being used have also changed in many ways leading to a stronger form of outputs both in quality and quantity. However, still there is a lot to do in keeping up the work and coping with the challenges of change in the future. As such, this presentation aims to critically open a debate by emphasizing the significance of interdisciplinary nature of tourism research in creating a broader picture of both education and practices and the ways to make progress in this direction.

8

KEYNOTE
SESSION

**KEYNOTE SPEECH 5
(TOURISM)**

Speech on:

The Nature of Tourism
Studies: Suggestions
for the Future

DAY 2 | 29 JUNE 2021 | TUESDAY | 3.00 pm - 4.00 pm

By:

Prof. Dr. Metin Kozak
Dokuz Eylul University

Moderator:
**Dr. Nur Shuhadah
binti Mohd**

Keynote live session link:

https://youtu.be/OF-c4s2ZELM
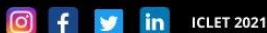
Kulliyyah of Languages and
Management Youtube Channel

NOTE:
**SPEECH
WILL BE
DELIVERED
IN ENGLISH**

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ICLET 2021

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LIVE

PROF NIK MOHD RAHIMI NIK YUSOFF
Learning and Teaching Innovation
Faculty of Education
Universiti Kebangsaan Malaysia (UKM)

موهبة تعلم اللغات التي فطر الناس عليها

الملخص

مهارة النطق باللغة عند الإنسان هي المهارة التي يمتاز بها حيوان الإنسان فقط ، لا يملكها حيوان آخر ، وبهذه الميزة يعرف الإنسان من الحيوان الآخر بالتعريف "الإنسان هو الحيوان الناطق" ، لأن هذه الميزة تمنع الحيوان الآخر مع الإنسان ، وهذه الميزة لا ترجع إلى وجود أعضاء النطق لدى الإنسان ، لأن هناك بعض الحيوان يملك أعضاء النطق كما يملكها الإنسان ، مثل حيوان البعام شيمبانزي ، إنه أقرب الحيوان إلى الإنسان ، إنه يملك أعضاء النطق مثلما يملكها الإنسان ، ولكن البعام شيمبانزي عجز عن النطق ، لذلك هذه الميزة ترجع إلى مهارة النطق عند الإنسان ، وبهذه مهارة النطق تنشأ أصوات اللغة عند الإنسان ليتواصل بعضه بعضا ، ولكن كتب اللغويات في اختلاف عن كيفية نشأة أصوات اللغة ، ويرى بعض اللغويين أن هذه المهارة ليست بمحدودة على لغة واحدة ، وهذه الورقة تناقش هذه القضية من ضوء القرآن من ناحية نشأة اللغة و لماذا هذه المهارة ليست بمحدودة على لغة واحدة .

9

CONFERENCE PROGRAMME

INTERNATIONAL CONFERENCE ON LANGUAGES, EDUCATION AND TOURISM 2021
CONFERENCE TENTATIVE PROGRAMME

28 June 2021 | Monday - DAY 1
YouTube Link: https://youtu.be/_IAorX3i8QQ

TIME	PROGRAMME/ EVENT
8:00 am - 8:30 am	e-Registration
8:45 am - 8:50 am	**Introductory Remark by Master of Ceremony** Emcee: Sr. Azura Abdul Razak
8:50 am - 8:55 am	**Doa Recitation** Bro. Muhammad Nazirul Bin Mohd Noor
9:00 am - 9:05 am	**Welcoming Remark** Dr. Mohd Azrul Azlen bin Abdul Hamid DEAN OF KLM/ICLET 2021 CHAIR
9:05 am - 9:15 am	**Speech by The Honourable Rector** Prof. Emeritus Tan Sri Dato' Dzulkifli Abdul Razak RECTOR OF IIUM
9.15 am - 9.25 am	**Royal Address** HRH Tuanku Syed Faizuddin Putra Ibni Tuanku Syed Sirajuddin Jamalullail THE CROWN PRINCE OF PERLIS
9.30 am - 9.40 am	**Sharing session:** Tourism Transformation Programme of Kampung Seberang Ramai - Perlis Islamic Religious and Malay Customs Council (MAIPs)
9.40 am - 10.25 am	**Keynote Speech 1** Datuk Dr. Mohd Daud bin Bakar President of International Islamic University Malaysia

	Title: The Intelligence and Cognitive Phenomenon of the Quranic Language vis-a-vis Educational Culture
	Moderator: Dr Mohd Azrul Azlen bin Abdul Hamid
10.30 am - 11.30am	**Parallel Sessions 1 (Recorded)**
11.30 am-12.00 noon	Support Local Virtual Tourism Programme - Pembuatan Songkok organized by BH Travel Sdn Bhd
12.00 noon -1.00 pm	**Keynote Speech 2 (English)** Speaker: Prof. Dr. Stefania Maci University of Bergamo *Title: The Language of Tourism Across Time* Moderator: Assoc. Prof. Dr. Afiza Mohd Ali
1:00 pm – 2:00 pm	Break / Lunch
2.00 pm - 3.00 pm	**Parallel Sessions 2 (Live & Recorded)**
3:00 pm – 4:00 pm	**Keynote Speech 3 (Malay)** Speaker: Prof Dato Dr Teo Kok Seong, Visiting Professor Universiti Kebangsaan Malaysia *Title : Cabaran Pada Perubahan Dalam Bahasa Melayu Kepada Jati Dirinya* *(English Translation available)* Moderator: Dr Mohamad Suhaizi b. Suhaimi
4:00 pm – 5:00 pm End	**Parallel Sessions 3 (Live)**

29 June 2021 | Tuesday - DAY 2

TIME	PROGRAMME/ EVENT
9:00 am - 10:00 am	**Keynote Speech 4 (Education)** Speaker: Prof Dato' Dr Mohamad Sahari Nordin International Islamic University Malaysia *Humanizing Education: The Rights and Wrongs of Learning Assessment* Moderator: Prof Ainol Madziah Bt. Zubairi
10:15am - 1:00pm	**Parallel Sessions 4 (Live)**
1:00 pm - 2:00 pm	Lunch /Break
2:00 pm - 3:00 pm	**Parallel Sessions 5 (Live)**
3:00 pm - 4:00 pm	**Keynote Speech 5 (Tourism)** Speaker: Prof Dr Metin Kozak Dokuz Eylul University *Title : The Nature of Tourism Studies: Suggestions for the Future* Moderator: Dr. Nur Shuhadah binti Mohd
4:00 pm - 5.30pm End	Support Local Virtual Tourism Programme ● Pembuatan Capal / Kulit organized by BH Travel Sdn Bhd

30 June 2021 | Wednesday - DAY 3
YouTube Link: https://youtu.be/qI1W3miP4YA

TIME	PROGRAMME/ EVENT
9:00 am - 10:00 am	**Keynote Speech 6 (Arabic)** Speaker: Prof. Nik Mohd Rahimi Nik Yusoff Universiti Kebangsaan Malaysia Title: موهبة تعلم اللغات التي فطر الناس عليها *(The Language Talent That Human Born With)* *(English translation available)* Moderator: Dr Abdul Kadir bin Sulaiman
10.00am - 11.00am	Workshop on Journal Article Acceptance and Rejection by Assoc. Prof. Dr. Vahid Nimehchisalem Hossein
11.00am - 12.45pm	**Parallel Sessions 6 (Live)**
12:50 pm - 1:15 pm	Break/ Announcement of winners of Best Papers and Mute Poster Competition results by Sr. Azura Abdul Razak End

		Mute Poster Presentation	
28th June 2021 – 30th June 2021	Tourism/ID:39	Yosup Kim | Alaa Nimer Abukhalifeh	
		Title: The Impact of COVID-19 On Tourism Industry Case of: South Korea Link: https://drive.google.com/file/d/1BHy3vkejZ9wFQWGqmQvuICtJpUzCTOyH/view?usp=sharing	
	Tourism/ID:40	Hana Lim | Alaa Nimer Abukhalifeh	
		Title: The Effect of Social Media on Hotel Industry Customer Decisions Link: https://drive.google.com/file/d/1AYw-Fvyv8oXTYKtx-wMm5qn1cTHPG2Hs/view?usp=sharing	
	Tourism/ID:53	Amrita Gautam | Bipithalal Balakrishnan Nair	
		Title: Customer satisfaction and airline: a study on Singapore airlines Link: https://drive.google.com/file/d/1M5Ua4CCR-pq3h7zz-FxH1iN1vKNBu00l/view?usp=sharing	
	Tourism/ID:54	Mashkhura Olimjonova | Bipithalal Balakrishman Nair	
		Title: Customer Satisfaction and Hotel Quality an Henn Na Hotel, Japan Link: https://drive.google.com/file/d/1QbzEQihUUowsbqM3e0gDSvn_xRzeN4mO/view?usp=sharing	
	Tourism/ID:55	Arif Hossain | Bipithalal Balakrishnan Nair	
		Title: Hospitality industry amid COVID-19: views from South Korea Link: https://drive.google.com/file/d/14eS2FbkLy0F4Jnwi12eRQsD8FtFwIch4/view?usp=sharing	
	Tourism/ID:56	Iroda Musabayeva | Bipithalal Balakrishnan Nair	
		Title: Promoting Sustainable Cruise Tourism industry post-COVID-19: Case of Caribbean Cruise lines Link: https://drive.google.com/file/d/1KNoDIkCHGn7ZTtFYw2iquH2hBoWQAuBH/view?usp=sharin	
	Tourism/ID:57	Avazbek Kosimov | Bipithalal Balakrishnan Nair	
		Title: A Study on Global Warming and Australian Coastal Tourism Link: https://drive.google.com/file/d/14Guh_WTS64pwq1usAywV_VXbexyGPhsO/view?usp=sharing	
	Tourism/ID:58	Nirmal Lama | Saúl Serna	
		Title: The Impact of Tourism in Basantapur Link: https://drive.google.com/file/d/1SuPVAwTI9PBQssUo5XIO1LDO-LPXzcHb/view?usp=sharing	

Tourism/ID:60	Sunkyeong Kim | Saúl Serna	
	Title: The Impact of the Internet in Domestic Korea's Tourism Development Link: https://drive.google.com/file/d/1w1DYcxC8D57kJU0g0CP5rGMwQZ2DxkQ7/view?usp=sharing	
Edu/Arb/ID:88	Muhammad Hafizzudin Zakaria	
	Title: Teaching Arabic Vocabulary Strategies for Non Native Arabic Speaking Student of Beginner Level Using Situational Teaching Method with Quizlet Link: https://drive.google.com/file/d/1n6-Go_Lx0N-fw_u-7YtJh0lWG8vRcKWb/view?usp=sharing	
Lg/Eng/ID:90	Nazirah Mahmud	
	Title: Using Educational Intervention To Minimize Plagiarism Act Amongst Malaysian ESL Learners Link: https://drive.google.com/file/d/1zaoFUgcfLA8ZRBOuYuWhB0wwHYzFza2z/view?usp=sharing	
Edu/Eng/ID:93	Nur Khalilah Ramli	
	Title: Students' Perceptions on The Characteristics of Effective Online ESL Instructors Link: https://drive.google.com/file/d/1hyOJl54iUne229RgHd4e_RBm6Y21bII7/view?usp=sharing	

Parallel Session I			
28th June 2021 – Monday (10:30am - 11:30am)	**Room 1**		MODERATOR: IZZULDDIN CO-HOST: MUIZZUDDIN MAHMUD
			(**Presentations will be held in English**)
		Tourism/ID: 29	**Ahmad Yasir Bin Hashim**
			Towards Digitalisation in Tourism Oriented Product (TOP) Operators a Change Through Bina Harapan Program
		Tourism/ID: 84	**Nur Saiful Amree bin Borahan**
			The Effects of Information, Interaction and Design Qualities of Travel and Tour Websites on Malaysian Tourists' Usage Satisfaction
		Tourism/ID: 110	**Safinah binti Albani**
			Malaysia as a Potential Esports Event Destination
	Room 2		MODERATOR: WAN NUR' AIN CO-HOST: NAZATUL AINEENA
			(**Presentations Will Be Held In English**)
		Tourism/ID: 111	**Nur Fasha Rina binti Mohd Jasni**
			Gastronomy Tourism Tourist Satisfaction Towards Gastronomy Experience OfferediIn Melaka
		Tourism/ID: 32	**Ainun Khadijah Lokman**
			Tourist Satisfaction in Aesthetic Qualities of Islands in East Coast Region in Malaysia
		Tourism/ID: 118	**Nur Shuhadah Mohd**
			Tourism Interpretation in Influencing Travel Experience
	Room 3		MODERATOR: NORAZAH MD IDRUS CO-HOST: NUR DALILI FAQIHAH FAZIL
			(**Presentations Will Be Held In English**)
		Edu/Eng/ID: 38	**Saddam Husein | Nik Md. Saiful Azizi Bin Nik Abdullah | Tetty Khairani Nasution**
			Al-Zarnuji and Al-Attas' Thoughts of Education: The Analysis and Discussion
		Lg/Eng/ID: 43	**Farrah Diebaa Rashid Ali**
			Malaysian Economy: A Tale Of A Flower, A Patient And A Tsunami
		Edu /Eng/ID: 27	**Mohd Hafizul Ismail | Siti Nur Dina Haji Mohd Ali | Muhammad Syahid Hasan**
			Students' Readiness For Online Learning During Covid-19 Pandemic A Case Study On The Korean Language Students Of Iium Malaysia
	Room 4		MODERATOR: DR SHAHRUL NIZAM BASARI CO-HOST: SAMSHUL AMRY/IT TEAM
			(**Presentations Will Be Held In English**)
		Edu /Eng/ID: 48	**Nik Nur Athirah Nik Mohd Arif | Nor Hazwani Munirah Lateh | Nurul Ain Alizuddin | Nazatul Syima Mohd Nasir**
			Virtual Classroom A Meaningful Learner-Instructor Relationship
		Edu /Eng/ID: 87	**Jasmansyah | Rasyid Ridlo**
			The Teaching Islamic Education Course in Public High School, Based on Information and Communication Technology
		Edu /Eng/ID: 66	**Fairuz A'dilah Rusdi | Nazatul Syima Mohd Nasir | Khairul Hisyam Baharuddin | Nor Hazwani Munirah Lateh**

			An Examination Of Job Burnout And Turnover Intention In Malaysian University Academics': Effects Of Affective Commitment
Room 5			MODERATOR: MUZAIMIR MOKHTAR CO-HOST: SAMSHUL AMRY/IT TEAM (**Presentations Will Be Held In English**)
	Edu /Eng/ID: 75		**Nazatul Syima Mohd Nasir | Nor Hazwani Munirah Lateh | Amaal Fadhlini Mohamed | Khairul Hisyam Baharuddin | Fairuz A'dilah Rusdi | Nik Nur Athirah Nik Mohd Arif**
			Malaysian Public University Lecturers' Motivations For Doctoral Study
	Edu /Eng/ID: 100		**Ibnu Salman | Burhanuddin Tola**
			The Perspectif Of Quality Improvement Of Raudhatul Athfal On Mora's Strategic Plan
	Edu /Eng/ID: 106		**Tuti Alawiyah**
			Confirmatory Factor Analysis On Science Teacher Performance Factors Against Student Science Learning Achievement

Parallel Session II			
			MODERATOR: AZREEN SYAH
			CO-HOST: NUR ATIKAH
			(**Presentations will be held in English**)
		Edu /Eng/ID: 3	**Indira Malani Munusamy**
			Exploring the Perception of UTAR Undergraduates on the importance of English Language.
	Room 1	Lg/Eng/ID: 41	**Nor Hazwani Munirah Lateh	Nik Nur Athirah Nik Mohd Arif**
			Using Stickers And Gif On Social Network Communication Users' Experience And Preference
		Lg/Eng/ID: 67	**Amaal Fadhlini Mohamed	Nor Hazwani Munirah Lateh	Nazatul Syima Mohd Nasir	Najihah Mahmud**
			The Application Of Critical Thinking Standards In Written Communication At A Corporate Organisation
28th June 2021 – Monday (2::00pm - 3:00pm)			MODERATOR: : NURUL AFIQAH NAJIHAH MARZUKI
			CO-HOST: NAZATUL AINEENA
			(**Presentations will be held in English**)
		Lg/Eng/ID: 69	**Mohd Faeiz Ekram bin Mohd Jasmani	Nadrah binti Zainal Abidin**
	Room 2		Improving Presentation Skills Of Polytechnic Students Using Flipgrid
		Lg/Eng/ID: 72	**Nadrah Binti Zainal Abidin	Mohd Faeiz Ekram Bin Mohd Jasmani	Ahmad Farit Bin Mazlan**
			A Review On The Impact Of Self-Regulated Learning (SRL) On Learning Outcomes During COVID 19 Pandemic
		Lg/Eng/ID: 73	**Nurul Sakinah binti Nordin**
			The Relationship Between Language Learning Strategies And Klm Students' Reading Comprehension In Reading Foreign Language Texts
			MODERATOR: TUAN HANIF
			CO-HOST: SAMIRAH SAKINAH
			(**Presentations will be held in English**)
		Lg/Eng/ID: 14	**Nasiha Abdulla	Lilisuriani Abdul Latif@Bapoo**
	Room 3		A Correlational Study Of Malaysian Hoteliers' Self-Ratings Of Guest Interaction Skills And Occupational Self-Efficacy Before And After Gamification Experiences
		Lg/Eng/ID: 46	**Yang Yang	Geng Hui**
			Quantitatively Comparing The Syntactic Complexity Between British And American University Students' ENL Writing
		Lg/Eng/ID: 68	**Aina Sahira Abdul Karim	Lilisuriani Abdul Latif	Abdul Kadir Sulaiman**
			MH370 Crisis Image Repair Strategies Used By Malaysia Airlines
	Room 4		MODERATOR: NURUL AMAL BT AZHAR
			CO-HOST: SAMSHUL AMRY/IT TEAM
			(**Presentations will be held in English**)
		Lg/Eng/ID: 74	**Aliah Eilina Alias	Shahrul Nizam Mohd Basari**

			The Use Of English Loanwords In Malay Perceptions Of Students From A Language Faculty
	Lg/Eng/ID: 82		**Nurain Rahmah Ismail | Farrah Diebaa Rashid Ali**
			Representations Of Foreign Workers In Newspaper Headlines During Covid-19
	Lg/Eng/ID: 96		**Bashar Abdulkareem Alali | Afiza Mohamad Ali | Rafidah Sahar | Ainul Azmin**
			Genre Analysis And Tourism Promotional Texts A Literature Review

Parallel Session III			
28th June 2021 – Monday (4:00pm - 5:00pm)	**Room 1**		MODERATOR: CYNTHIA JALIL CO-HOST: AZURA ABDUL RAZAK
			(**Presentations will be held in Malay**)
		Lg/Malay/ID: 2	**Marzni Mohamed Mokhtar**
			Kecekapan Penguasaan Literasi Bacaan Dan Tulisan Bahasa Melayu Pengalaman Awal Dan Pengamatan Murid Tahfiz Di Nakhon Si Thammarat, Thailand
		Lg/Malay/ID: 8	**Nurul Jamilah Rosly**
			Mendepani Cabaran Literasi Pembelajaran Bahasa Melayu Dalam Kalangan Murid Orang Asli Jakun Lenga, Johor
		Lg/Malay/ID: 22	**Mohamad Suhaizi Suhaimi	Mohamad Yusrizal Mohamad Noor	Nurul Najihah Abdullah Thani**
			Pantang Larang Suku Kaum Jakun Di Kampung Sentosa, Lenga, Johor
	Room 2		MODERATOR: SOFEA NABILA CO-HOST: MUIZZUDDIN MAHMUD
			(**Presentations will be held in Malay**)
		Lg/Malay/ID: 64	**Nurul Jamilah Rosly**
			Representasi Argumen Kata Kerja Gerak Ruang Bersifat Arah Dalam Dialek Perak Utara 'Pi' Berdasarkan Teori Struktur Konseptual
		Lg/Malay/ID: 102	**Arina Johari	Mohamad Zuber Ismail	Nurul Jamilah Rosli**
			Prinsip Kepimpinan Dan Hubung Kait Ciri Kesantunan Melayu Dalam Cerita Lipur Lara
		Lg/Malay/ID: 85	**Dr Faridah binti Nazir**
			Kekeliruan Sebutan Dan Ejaan Kata Pinjaman Bahasa Inggeris Suatu Analisis Linguistik
	room 3		MODERATOR: AZREEN SYAH CO-HOST: NUR DALILI FAQIHAH FAZIL
			(**Presentations will be held in Malay**)
		Lg/Malay/ID: 52	**Nurul Ain binti Alizuddin**
			Kesalahan Sintaksis Dalam Penulisan Esei Bahasa Melayu Pelajar Asing
		Lg/Malay/ID: 92	**Siti Noraisyah binti Bakeri**
			"Rebung Tak Miang, Bemban Pula Miang" Perspektif Semantik Inkuisitif Dan Akal Budi Islam
	Room 4		MODERATOR: DR SHAHRUL NIZAM BASARI CO-HOST: SAMSHUL AMRY/IT TEAM
			(**Presentations will be held in Malay**)
		Edu/Malay/ID: 30	**Mohd Syaubari Bin Othman**
			Penghayatan Akhlak Di Kalangan Pelajar Sekolah Menengah Daerah Manjung
		Edu/Malay/ID_36	**Fathiyah Mohd Fakhruddin**
			Meneroka Cabaran Pembelajaran Dalam Talian Yang Dialami Oleh Mahasiswa Universiti Putra Malaysia Semasa Pandemik Covid-19
		Edu/Malay/ID: 63	**Mohd. Halipah bin Jetendra	Jabil bin Mapjabil**

			Perintah Kawalan Pergerakan (Pkp) Dalam Tempoh Penularan Pandemik Covid-19 Di Malaysia Konsep Dan Pelaksanaannya
Room 5			MODERATOR: DR AMINUDDIN SAIMON CO-HOST: NAZATUL AINEENA **(Presentations will be held in Malay)**
	Edu/Malay/ID: 80		**Nora' Azian Nahar | Nurul Jamilah Rosly**
			Kaedah Pembelajaran Membaca Bahasa Melayu Murid Masyarakat Orang Asli (Oa) Di Kampong Bahru Lenga, Johor, Sepanjang Pandemik Covid-19
	Edu/Malay/ID: 86		**Chew Fong Peng**
			Penguasaan Kemahiran Membaca Bahasa Melayu Murid Tahun Satu Di Daerah Kuantan
	Edu/Malay/ID: 115		**Zalika Binti Adam**
			Kaedah Pengajaran Dan Pembelajaran Menggunakan Facebook: KajianTerhadap Pelajar Di USIM

Parallel Session IV			
			MODERATOR: IZZULDDIN
			CO-HOST: NURUL AFIQAH NAJIHAH MARZUKI
			(**Presentations will be held in English**)
		Lg/Eng/ID:35	**Izriennawanti Jamri | Afiza Mohamad Ali**
			The Relationship between Social Identity, Collaborative Learning in Foreign Language Class, and Social Relationship among Undergraduate Students.
		Lg/Eng/ID:42	**Nor Hazwani Munirah Lateh | Nik Nur Athirah Nik Mohd Arif | Nazatul Syima Mohd Nasir | Amaal Fadhlini Mohamed | Khairul Hisham Baharuddin | Fairuz A'dilah Rusdi**
			Exploring Users' Awareness And Use Of English Collocations In Everyday Communication
		Lg /Eng/ID:77	**Nur Wardah Binti Ramlan**
			Gender Representation In Chuchu Tv Bedtime Stories
		Lg /Eng/ID:78	**Khairul Hisyam Baharuddin | Nazatul Syima Mohd Nasir | Fairuz A'dilah Rusdi | Nor Hazwani Munirah Lateh**
	Room 1		Sorrow, Contemplation and Distrust In Alfred Tennyson's In Memoriam
29th June 2021 – Tuesday (10:15am - 1:00pm)		Lg /Eng/ID:99	**Siti Bahirah Saidi, Liyana Ahmad Afip, Wan Suzanna Aafanii Adeeba Wan Ibrahim, Linira Ghazali and Ros Dalilah Abd Ghani**
			Negotiating Identities In A Collectivist Context Language Investment Among Malaysian Undergraduates
		Edu/Eng/ID:38	**Saddam Husein | Nik Md. Saiful Azizi Bin Nik Abdullah | Tetty Khairani Nasution**
			Al-Zarnuji and Al-Attas' Thoughts of Education: The Analysis and Discussion
		Edu/Eng/ID:76	**Ariezal Afzan Hassan | Najihah Mahmud | Azman Bidin**
			Teaching English Language Speaking Skills: A Survey On Students' Attitudes In A Rural Area
		Edu/Eng/ID:95	**Rasyid Ridlo | Jasmansyah**
			Epistemologi Bayani Dan Burhani Pada Madrasah Ibtidaiyah
		Edu/Eng/ID:121	**Amirudin | Suyono | Soeprijanto | Riyan Arthur | Mutia Delina**
			Strategies For Improving Digital Literature Skills In Universities
			MODERATOR: NURHAZIRAH SYAZA BINTI NORFAIZAL
			CO-HOST: NAZATUL AINEENA
			(**Presentations will be held in English**)
		Edu/Eng/ID:24	**Halim Bin Ismail**
			Student Safety And Wellness Approach For Schools In Malaysia
		Lg /Eng/ID:44	**Farrah Diebaa Rashid Ali**
	Room 2		Helming Malaysia: A Critical Metaphor Analysis Of Najib Razak's Metaphors
		Lg /Eng/ID:94	**Larisa Nikitina**
			Language Attitudes And Preferences Of Malaysian Students Learning Major Asean Languages
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TOURISM CONFERENCE PAPER (ABSTRACT)

ABSTRACT

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Tourism/ ID: 39

The Impact of COVID-19 on Tourism Industry Case of: South Korea

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This research aims to find out about the impact of the Covid-19 outbreak on regional tourism trends in South Korean peninsula, including tourism organizational processes in enterprises, and challenges for organizational leaders during epidemic situations. This paper summarizes the need for policy options that can be used to counteract and mitigate the negative economic effects of epidemics. Furthermore, it also helps to analyse tourism crises, most of them on the increase and decrease in tourist arrivals numbers in South Korea during Covid-19 epidemics. Although, it investigates the underlying influence of health-related, financial crisis on tourism sectors and tourist profile. Epidemics are not standardized, thus, creative policy that fits the unique needs of those hardest hit must be designed and implemented according to the situation. Most of tourism studies largely focused on a single-epidemic crises case mainly investigated their respective impacts on tourism volume. However, little attention has been given to investigating evolutionary change patterns, such as before, during and after the epidemics, or any differences between epidemics and any related organization and tourist reaction. To conclude, the study suggests a review of tourism policy that is produced for reducing the economic impacts of epidemics, and recommends further research be conducted in this area.

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Tourism/ ID: 40

The Effect of Social Media on Hotel Industry Customer Decisions

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The Internet is essentially transforming the spread of information related to tourism and the behaviour of those who consume it. Especially, the emergence of smart phones is doubling the ripple effect of information through the Internet by allowing tourists to access the Internet anytime and anywhere. Among the various services available for tourism information search, blogs, online communities, wikis, social networks, YouTube and Flickers, which share various media files with collaborative tagging, Facebook and Twitter, which are

called social media, are becoming very popular sources for online tourists. The development of the Internet and the emergence of social media provide tourism consumers with a wide range of tourist information compare with before the emergence of social media, but it does not directly explain how the tourism users' behaviour of searching tourism information and the decision to purchase tourism products. Moreover, this research studies why consumers chose social media rather than other search engines, and what advantages and characteristics social media has. As well studies the difference between social media and other search engines and studies the benefits for the provider of tourism products use social media for their marketing.

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Tourism/ ID: 53

Customer satisfaction and airline: a study on Singapore airlines

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Customer satisfaction is the airline industry's primary strategy due to the high competition in the business. Customer satisfaction is defined as the number of customers whose experience with a firm, its products, or its services fits their expectations, and this is vital for making the business profitable and retaining consumers. It ranges from purchasing a seat on the company's website or at the airport to just standing in line to drop off baggage. Aviation companies have progressively moved to lower-priced self-service options after the advent of kiosks that allow passengers to check-in, choose their seats, and adjust their flight since a long time ago. Post-security, on-board, and post-flight experiences have served to reinforce this mentality. Moreover, nowadays, meeting customer expectations are rather challenging due to increased competition and technological innovations. This is evidence in every area of business, especially airlines. To this end, the current study examines Singapore airline's customer satisfaction as one of the top-rated airlines in the world. This study has three main objectives. To identify whether customers are satisfied by the service delivered on the airline? What are the attributes which make customers satisfied? What do customers expect about the service delivered on airlines? Following the principles of netnographic studies, this study uses social media platforms to understand Singapore airlines' service quality and customer satisfaction.

Keywords: Customer satisfaction; Singapore Airlines; UGC; Netnography

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Tourism/ ID: 54

SMART hotels and customer satisfaction: a netnographic study

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Technological advancements have been permeated every part of society. Which also prompting numerous businesses to seek a strategic advantage by integrating disruptive innovations. The hotel industry is not exempt from emerging technology intrusion. The wide range of technological applications are trendy among the sector; SMART hotels are examples of the changing nature of the hospitality business. A smart hotel can be defined as one which effectively utilizes emerging technology for guest's engagement and service offerings while reducing human resources. Even though the degree of adoption of cutting-edge technologies differs, and it has fundamentally altered the way hotels function. Amid the dramatic change in the functionality, hospitality sector thrives for customer satisfaction. This study analyzes customer satisfaction of Henna-na smart hotel in Japan. Guided through the qualitative research framework, this research uses social media reviews to understand the extent of customer satisfaction and the quality of services they offered in the Henna-na hotel. Social media reviews are considered the public's voice and found to be the most influential element for today's prospective visitors. Moreover, even though social media is a comparatively recent platform, its global popularity cannot be denied. The collected data has been analyzed using Netnography. As per Kozinets (2017, p.34), "netnography is the branch of ethnography (the scientific description of the customs of individual peoples and cultures) that analyses the free behaviour of individuals on the Internet that uses online marketing research techniques to provide useful insights". The initial findings of this study explore the enhanced level of customer experience and influence of technology for delivering guest services. Moreover, technology-enabled services are found to preferred by the guests at this time of the COVID-19 pandemic.

Keywords: SMART hotels; Henna-na; Digital tourism; Netnography

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Tourism/ ID: 55

Hospitality industry amid COVID-19: views from South Korea

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The COVID-19 pandemic has been affected the tourism and hospitality sector severely and disrupts its normal operation. COVID-19's global spread driven many countries to enforce a complete lockdown, quarantine times, and the closing of all non-essential industries, resulting in a storm that exposed industries and economies to various challenges. From remote workplace practices through layoffs and operational disruptions, the pandemic has compelled businesses worldwide to pause and rethink their plans according to the current standard. This study aims to understand the impact of COVID-19 on South Korea's hospitality industry. This study has two main objectives. First, to understand the impact of the COVID-19 pandemic in the tourism and hospitality industry. Second, to identify and formulate the possible strategies to overcome the issues. The second data sources were the primary data source selected through purposive sampling techniques in a preliminary study. The initial findings agree with views of turbulence in the industry. At the same time, it also shed light on the efficiency of the South Korean government to keep the pandemic under control compared to other countries. This paper underlines the importance of crisis management efforts in the sector and government as a catalyze of the industrial reformation post-pandemic era.

Keywords: COVID-19; Purposive sampling; South Korea; New Normal

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Tourism/ ID: 56

Promoting Sustainable Cruise Tourism industry post-COVID-19: Case ofCaribbean Cruise lines

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The worldwide pandemic of the novel Coronavirus has not only just brought whole the global business to a halt, but also it has tested the globalization and worldwide activitiesof endeavours. Strangely, prospective impacts and alternative ways remain unpredictable. As the world continues to grapple with COVID-19-related issues, the highest focus for the whole cruise industry—including cruise ships, travel brokers, ports, locations, and suppliers—remains guests' health and well-being, staff, and the communities. Due to the adverse impact of COVID-19 on the cruise tourism sector, many researchers highlight the difficulties of recovering or warned the long run for the cruise industry to get into the routine. Caribbean cruise lines are one of the most popular segments of global cruise tourism. According to Colombia (2020), between 2010 and 2018, cruise passengers in the Caribbean rose by 11.3 million, from 6.2 million to 11.3 million. Over nine years, the overall annual

growth pace of 7.8 per cent is excellent, which contributes to the economic suitability of the region. Apart from these essential and beneficial impacts of the cruise industry, significant threats for the cruise industry's prospects in the Caribbean cruise sector have emerged due to the pandemic. This study explores the Post-pandemic strategies of the Caribbean cruise lines. This investigation has three main research sub-questions. Firstly, in which ways COVID-19 affect the tourism industry. Secondly, what is the impact of COVID-19 on Cruise tourism in the Caribbean? Thirdly, how to promote sustainable and safe cruise tourism post-COVID-19. This research follows a qualitative research design and uses secondary data such as documents, social media reviews, and expert interviews.

Keywords: Purposive sampling; Cruise tourism, New Normal

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Tourism/ ID: 57

A Study on Global Warming and Australian Coastal Tourism

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Global warming is the most discussed critical environmental problem of the 21st century, which is challenging every single element of ecology and society. The problem is that global warming is not just a scientific concern but encompasses economics, sociology, geopolitics, local politics, and individuals' choice of lifestyle. Global warming is caused by the extensive increase of greenhouse gases, such as carbon dioxide, in the atmosphere, resulting from the burning of fossil fuels and deforestation. Like that of other destination in the Asia Pacific region, Australia's tourism sector is susceptible to consequences of global warming. The country's dependence on its natural richness, which could be jeopardized, combined with the possibility of shifting customer demand trends, especially in the long markets, should be cause for concern for the tourism industry. Australia is primarily a coastal nation. Over 85% of Australia's population reside within 50 km of the coastline. The Australian coast includes diverse geomorphology, climatic zones, species, habitats and ecosystems, aquatic and terrestrial uses, and settlement patterns. However, there is limited research to address global warming issues in the coastal tourism sector of Australia. To this end, this study explores the context of climate change on the Australian coast and its impacts on coastal tourism of the destination; the study proceeds with three research sub-problems. First, identify the intensity of climate change on Australia's Coast. Second, explore the impacts of climate change on the Coastal Tourism of Australia? Third, recognize the perspectives of stakeholders about these changes? Due to the present unprecedented time of the pandemic, this research focuses on secondary data sources such as documents, which will be purposively selected and analyzed through thematic analysis.

Keywords: Climate Change; Coastal tourism; Thematic analysis

Poster link:

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Tourism/ ID: 58

The Impact of Tourism in Basantapur

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Nepal has a cultural and religious heritage as it has a combination of cultural, religious, and natural elements to attract visitors' attention and provoke a visit by them. This combination represents the supply of the Nepal tourist market. Nepal is a human mosaic where tourism plays a vital role in the country's economy, becoming a pillar for economic development. One of the strategic sites is Kathmandu, called the city of temples, where Basantapur is a UNESCO national heritage. The spectacular architecture that defines the culture of the Newar community (historical inhabitants of Kathmandu valley) in Basantapur has been one of the most preferred tourist destinations for local and international tourists. The current literature recognizes the relationship between tourism and growth from an empirical point of view. However, the rise of tourists has also increased many problems that might affect the cultural heritage. Local people have reported that the pollution in Basantapur has grown with the increase of tourist arrivals. Due to the unplanned urbanization, the locality of the Basantapur has become crowded and congested. The increment of tourism and the emergence of new economic opportunities for residents generate an impact that needs to be analyzed to understand the overall touristic experience. This research studies the socio-economic impact of tourism in Basantapur, focusing on the growth and problems of locals and international visitors. As well explore the trend and composition of tourism and the policy implications for the betterment of local tourism and economy.

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Tourism/ ID: 60

The Impact of COVID-19 On Tourism Industry Case of: South Korea

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The Internet has become an indispensable part of our daily lives, and social media is used to explore tourism information. Hospitality companies have been implementing measures to adapt their marketing strategies to satisfy the travelers needs. Currently, South Korea has the title of "IT powerhouse" due to the proliferation of smartphones, high-speed Internet,

and the accessibility of free Wi-Fi installed in public facilities to be connected anytime and anywhere. What is the impact of the Internet in the development of domestic tourism in Korea? A population that trusts more in the use of the Internet is becoming more sensitive to the new trends and is influenced by the latest news. However, this increasing interest in social media needs to be studied together with an analysis of Korea's tourism development and the efforts of the Korean tourism industry to increase people's travel convenience. With a local scope on Korean tourist destinations famous on the Internet such as Gyeonggi-do, Gangwon-do, Gyeongsangnam-do, Seoul, Incheon, Gyeonggi-do, Sokcho, Gangneung, East sea included in Gangwon-do and Ulsan, Tongyeong, and Busan this study aims to describe the positive impact of the Internet on Korean domestic tourism. Furthermore, explain the travelers' experience under the use of technology, and analyze the transformation of the Korean tourism industry and the efforts to adapt to these developments. The importance for tourists to improve their insights into the new leisure information is an opportunity for the hospitality industry to meet the needs of tourists in a new virtual atmosphere.

Poster link:
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Tourism/ ID: 88

استراتيجيات تعليم المفردات العربية لدى الطلبة المبتدئين من غير الناطقين بها بطريقة التدريس الموقفية بوسيلة تطبيق كوزلت Quizlet

Teaching Arabic Vocabulary Strategies for Non Native Arabic Speaking Students of Beginner Level Using Situational Teaching Method with Quizlet

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إنّ قضيّة تطوير استراتيجيات تعليم المفردات في تعليم اللغة العربية كلغة ثانية أو أجنبية للطلبة الناطقين بغيرها ليست قضية جديدة، بل ظلت منذ ذلك الحين حتى الآن. وعلى الرغم من أن هذه القضية غالبًا ما تصبح موضوعًا للمناقشة والبحث لدى الباحثين والمعلمين في مجال تعليم اللغة العربية الذين يرون أن اكتساب المفردات لبنة أولى في اكتساب اللغة، يبدو أن الصعوبات في اكتساب المفردات العربية التي يواجهها الطلبة لا سيما الطلبة المبتدئون لا تزال موجودة وتحتاج إلى حل أكثر فعالية. وفي ضوء ذلك، قام الباحث بهذه الدراسة التي تهدف إلى التعرّف على استراتيجيات تعليم المفردات العربية لدى الطلبة المبتدئين من غير الناطقين بها بطريقة التدريس الموقفية بوسيلة تطبيق كوزلت Quizlet. ومن المتوقع أن تساعد هذه الدراسة معلمي اللغة العربية في تعليم المفردات العربية للطلبة المبتدئين الناطقين بغيرها بشكل أكثر فعالية وجاذبية، وبالتالي تسهّلهم في اكتساب اللغة.

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Tourism/ ID: 90

The Impact of COVID-19 On Tourism Industry Case of: South Korea

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Issues revolving plagiarism remain debatable among the academic scholars. The increasing cases of plagiarism among the undergraduates are no doubt staining the integrity of the education scene and this includes the higher institutions in Malaysia. There are two forms of plagiarism which are intentional and unintentional. This present study will be focusing on the unintentional plagiarism which is caused by students' lack of referencing skills that resulted them to commit the academic misconduct unconsciously. The best solution is to expose and educate them on the topic. Therefore, this present study proposes an intervention to combat the plagiarism which is called as educational intervention. The educational intervention is adopted of Smedley et al (2014) study which is tested among the undergraduate nursing students and is found to be effective in reducing the plagiarism act. Hence, the current study aims to investigate the use of educational intervention to minimize plagiarism act specifically in the context of Malaysian English as a Second Language (ESL) learners. The educational intervention used consists of few instructional strategies such as lectures, discussions and exercises that focus on educating them the correct way to do referencing in which are integrated during the period of the study. The present study will employ a mixed method research where the quantitative data will be collected via a treatment study in a quasi- experimental design and the qualitative data will be gathered through content analysis and post-treatment interview. This current study is necessary in order to find initiative and possible solution in tackling the issues revolving plagiarism acts towards the goal of nil plagiarism at the Malaysian higher institutions.

Keywords: English as a second language, plagiarism, intervention, Malaysian higher institution.

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Tourism/ ID: 93

Students' Perceptions on The Characteristics of Effective Online ESL Instructors

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The recent pandemic outbreak of COVID-19 has caused educational institutions around the world to move from face-to-face to online classroom in order to minimize the disruption on

students' learning. However, with the sudden shifting to online teaching and learning, it is indeterminate whether the students are able learn as effectively as face-to-face learning. There are many contributing factors to effective learning including the advancements of technology used in the classroom, adequate and reliable teaching and learning materials and resources, and supports from the institution. Nevertheless, one of the most important roles in providing effective teaching and learning is carried by the instructors themselves. Therefore, this research aims to investigate what are considered as the characteristics of effective English as Second Language (ESL) instructors in an online classroom at the tertiary level of educational institution based on the students' perspectives. Participants of this research will be consisting of undergraduate students from a private university in Perak, Malaysia who had taken online English courses for at least a semester during the closure of the institution due to the pandemic. Group interviews with semi-structured questions will be conducted through video-conferencing software to elicit the participants' perspectives on the topic of discussion. The findings of this study are expected to provide insights on the characteristics of effective online ESL instructors at the tertiary level as perceived by the learners themselves. Based on the perceived characteristics, the study also hopes to prompt recommendations for suitable strategies that should be taken by the instructors and the institutions for effective online learning especially in the midst of crisis.

Keywords: online learning, effective online instructors, English as Second Language (ESL), COVID-19, students' perceptions

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Tourism/ ID: 29

Towards Digitalisation in Tourism Oriented Product (Top) Operators: A Change Through Bina Harapan Program

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Digitalisation is the use of digital technologies to assist Tourism Oriented Product (TOP) operators to embrace the digital transformation in their operation. Bina Harapan is a program to plan and suggest sustainable planning to TOP operators. The purpose of this paper is to measure the benefits of the program which can change the norms in operators and consumers, to assist TOP operators to connect the tourism products to larger market opportunities, to minimise the costs through the Tourism Supply Chain Management (TSCM), and to enhance the image of the business through online presence. Back in the 1990s, planning a tour needs consultation from a tour operator and the price would be higher. In the information age, the planning and booking process for rooms, ground tours and flights are easier compared to the earlier form. The norm is promoting an additional marginal gains and better price to TOP operators and consumers. Therefore, the Bina Harapan program functions to assist operators with the optimal usage of digital tools such as QR code. QR codes are capable of storing lots of essential information. The practice promotes interaction and engagement to a larger outreach through mobile phones, and enable TOP operators to share essential information. The practice is on the steep rise. The findings from this program will encourage and promotes additional engagements, deals, programs, collaborations, content creation, product customisation, and research to suit the current trend and demand of the tourism products. Data is collected through blended approaches in this research.

Keywords: Tourism Oriented Product (TOP) Operators, Digitalisation, Sustainable Planning, QR Code and Tourism Supply Chain Management (TSCM).

The Effects Of Information, Interaction And Design Qualities Of Travel And Tour Websites On Malaysian Tourists' Usage Satisfaction

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The purpose of this study is to examine the relationships and effects of information, interaction and design qualities of travel and tour websites on Malaysian tourists' usage satisfaction. This study adopted a convenience sampling method, employing self-administered online questionnaire approach targeting Malaysian tourists who have used any travel and tour websites. The 200 samples obtained were analyzed using multiple regression analysis using SPSS version 26. Information and interaction qualities of travel and tour websites were found to be significant factors to tourists' usage satisfaction. Future studies could investigate the rural population in Malaysia as access and coverage to technology may be limited.

Keywords: Satisfaction, travel and tour websites, Design quality, Information quality

Malaysia As a Potential Esports Event Destination

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This research aimed to identify Malaysia's potential as an eSports event destination by considering tourist facilities and event venue facilities as the potential element. The evolution of the eSports event in Malaysia can be seen throughout the successful hosting of the world-class eSports tournament event which is ESL One in Genting Highland in 2018 that successfully attracted over 5500 attendees with 40% of it being international attendees. However, it is the fact that there is limited study towards the field of eSports in tourism. This research conducted to achieved the objectives of 1) to study the event facilities element as a potential that will attract eSport events tourists/ spectators to Malaysia, 2) to study the tourist facilities element as a potential to attract esports events

tourists/spectators to Malaysia, and 3) to examine the relationship between the potential elements of event facilities and tourist facilities to attract eSport event tourists/spectators to Malaysia. This research employs a quantitative approach. Questionnaires were used and digitally distributed to collect required data from 233 respondents of Malaysian randomly to any eSports event in Malaysia. To conclude, the result of this study has significant contribution as a reference for the future study regarding eSports tourism and provides support for the eSports event as a potential tourism product to be developed within eSports tourism context. In line with this study, future research should be done focused on factors that motivate eSports event tourists/spectators to travel for attending eSports event destinations in order to complete other potential elements that lacked in this study.

Keywords: (eSports events, eSports tourism, tourist facilities, event venue facilities)

Tourism/ ID: 111

Gastronomy Tourism: Tourist Satisfaction Towards Gastronomy Experience Offered in Melaka

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This research aims to study tourist satisfaction, considering the factor consists of price fairness, food quality and services quality as part of tourist experiences during their visit in Melaka. Melaka is well known as a tourism heritage and gastronomy destination. However, research on gastronomy tourism is very limited in Melaka as many studies have not discovered the gastronomy areas that are supporting one of the main source economies for local people. Due to this, tourists from outside of Melaka did not recognize these states as one of the food destinations. This study focused on three objectives; 1) to study tourist experience towards gastronomy tourism in Melaka, 2) to determine tourist satisfaction towards gastronomy tourism in Melaka and 3) to investigate the relationship between tourist experience and tourist satisfaction on Gastronomy Tourism in Melaka. This research employs quantitative methods with a total of 212 respondents who have visited Melaka through questionnaires via Google Form. A positive significant relationship was found between the independent variable (Food quality, Price fairness & Service quality) and dependent variable (tourist satisfaction). These findings contribute as a reference towards food operators of having the ability to improve revenue and getting better returns.

Keywords: gastronomy, food quality, service quality, price fairness

Tourist Satisfaction in Aesthetic Qualities Of Islands In East Coast Region In Malaysia

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In Malaysia, island tourism is popular among both local and international visitors. This is due to the abundance of qualities in the islands that make Malaysia one of the island's most popular tourist destinations, particularly in states facing the South China Sea. However, tourist loyalty is being called into question because tourism activities may impact the nature of the islands, resulting in a decrease in the number of tourists. Therefore, the purpose of this research is to investigate the relationship between Aesthetic Qualities (Cleanliness, Scenery, Art/Architecture, and Genuineness) and Tourist Satisfaction. The study has two research objectives (1) to determine whether aesthetic qualities affect tourist satisfaction in Malaysia's East Coast islands, and (2) to investigate which aesthetic qualities have a significant impact on tourist satisfaction in Malaysia's East Coast islands. Using a quantitative approach, this study was able to collect 150 responses (39% response rate) from tourists who had visited any of Malaysia's East Coast islands in the past three years. IBM-SPSS version 24 was used for data analysis. The multiple regression analysis reveals that all aesthetic qualities (cleanliness, scenery, art/architecture, and genuineness) contributed to tourist satisfaction when visiting the East Coast region's islands. The findings aimed to raise public awareness about the importance of the sustainability concept while also benefiting a large number of stakeholders. This paper also discusses limitations.

Keywords: Tourist Satisfaction, Aesthetics Qualities, Island Tourism

Tourism Interpretation in Influencing Travel Experience

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Tourist's understanding and interest towards destination, especially urban tourism cities, is highly subjected to its interpretation that concern about tourist information acquisition. Tourism interpretation reveals significance of destination, instils emotional value, and consequently creates meanings to tourist. Existing literatures indicates that interpretation would significantly deepened tourist's destination insight, and improves travel experience. From the psychological perspective, personal connection with destination can be established when there is a good match between tourist expectation and interpretation provided. As tourist experience is highly psychological and cognitive in nature, quality interpretation is crucial in manipulating experience development. Specifically in urban destination, complexity of urban environment complicates tourist spatial cognition process. With technological engagement, it does give positive influence to the quality of interpretation, which may psychologically manipulate the way tourist perceives the destination. Nevertheless, the significance of technological engagement in tourism interpretation is still open for debate and subjected to public technological exposure. Thus this conceptual paper is attempted to unveil the importance of effective interpretation system through technological engagement in better enhancing tourist travel experience.

Keywords: Interpretation, tourist experience, emotional attachment, technological engagement

Al-Zarnuji and Al-Attas' Thoughts of Education: The Analysis and Discussion

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This paper aims to analyze and to discuss al-Zarnuji and al-Attas' thoughts of education. The author chose these two scholars based on their educational concepts and philosophy which have huge implication toward Islamic education worldwide. Library research was conducted to gather information intended. The findings confirms that both scholars concept of education have similarities in the educational goals and classification of knowledge and differences in the educational philosophy, methods and level of education targeted. More specifically, al-Attas uses the philosophical approach as the basis in looking at education, it can be seen from the way he defines knowledge, man, and education. While al-Zarnuji used the basis of experience and practice in viewing education, for instance, the way he formulated knowledge and intention, selecting teachers and companions, and also in determining the time for study. Furthermore, the concept of education offered by al-Zarnuji seems to be suitable for *Pesantren* system as traditional Islamic school which relies heavily on the figure of a *ulama'* (*kyai*) and good circumstance of boarding school system. Meanwhile, al-Attas concept of education is very compatible with Islamic higher education which the concept of education offered is related to the university level (*kulliyah al-Jam'iyah*). It can be seen from his consideration on universality of perfect man (*insan kamil*), who is able to stand alone to consider and to decide which one is right (*Haqq*) and which one is falsehood or futile (*bathil*). Shortly, these two figures complement each other, Zarnuji offers the concept of early education and al-Attas offers the concept of higher education.

Keywords: (Al-Zarnuji, Al-Attas, Thoughts of Education, Educational Philosophy, *Kulliyah al-Jam'iyah*)

Malaysian Economy: A Tale of a Flower, A Patient and A Tsunami

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This paper looks at the conceptual metaphors used by the Malaysian government in describing and discussing the country's economic situation. The data for this study were taken from Malaysian Supply Bills read by three Ministers of Finance – Tengku Zafrul Aziz, Lim Guan Eng and Mohd Najib Tun Abdul Razak. This study was modelled upon Lakoff and Johnson's Conceptual Metaphor and Charteris-Black's Critical Metaphor Analysis (CMA) frameworks. The findings of this study showed that the government often described an economic downfall as sickness which needs to be treated urgently. A sudden unexpected change that took place was conceptually described as natural catastrophes such as tsunami and big waves. In addition to the above, growing plants and landscape were used in describing almost all economic activities and graphs. The findings of this study contribute to the discussion on the importance of metaphor in political persuasion. Metaphors here do not only serve the heuristic purpose but it also contributes significantly to the creation of myth and ideology.

Keywords: Critical Metaphor Analysis, Supply Bills, Prime Ministers

Students' Readiness for Online Learning During Covid-19 Pandemic: A Case Study On The Korean Language Students of IIUM Malaysia

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The increasing of Covid-19 positive cases in Malaysia forced the government to impose the Movement Control Order (MCO). The MCO demands undergraduate students in the International Islamic University of Malaysia, Kulliyyah of Management & Tourism (IIUM-KLM) to stay at home while continuing to learn using the Remote Teaching & Learning mode. This study aimed to assess the IIUM-KLM Korean Language (KL) students' readiness on a transition from face-to-face learning to full-scale online learning. An online questionnaire was used to gather data from 100 KL students using quantitative-based research. There are five dimensions to assess online learning readiness (OLR) namely: computer/internet self-efficacy; self-directed learning; learner control; motivation of learning; and online communication self-efficacy. The results revealed that a majority of KL students are ready for online learning with computer/internet self-efficacy is the most significant dimension of OLR. It was learned that students were confident with their ability to find any information on the internet and to perform basic functions of Microsoft Office in their study. The study contributes to a fundamental understanding of the students' experiences transitioning from face-to-face learning to full-scale online learning during the COVID-19 pandemic, as well as exploring the online learning readiness in language learning.

Keywords: Online learning readiness, Covid-19, Korean language

Edu/ Eng/ ID:48

Virtual Classroom: A Meaningful Learner-Instructor Relationship

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Virtual classroom is becoming the new normal of tertiary education. The traditional teaching and learning in physical classroom have moved to online learning in virtual classroom where the instructors are struggling to engage with the learners. Personal interaction between learners and instructors in virtual classroom has been under threat as they fail to connect and interact effectively. Learners are better engaged in virtual classroom when the learner-instructor relationship are strong. The present study examined the approaches conducted by the instructors to build meaningful learner-instructor relationship. This study further investigated the challenges in building a meaningful learner-instructor relationship. Qualitative method which is semi-structured interview was employed in the study as five instructors had been interviewed to obtain the desired data. Based on the findings, planning the video content, video biography and video feedback were the approaches that can be used in fostering meaningful interaction between learners and instructors. Nonetheless, the instructors faced difficulty in deciding the ideal platform to encourage learners' participation in virtual classroom. Therefore, it is crucial for the instructors to conduct virtual classroom using the platform that can ease the relationship building between learners and instructors. The instructors also informed that diversity of learners has become one of the challenges to enhance their relationship. A meaningful learner-instructor relationship can be impactful for the learners to experience effective online learning in virtual classroom.
Keywords: learner-instructor relationship, virtual classroom, online learning, meaningful relationship

Edu/Eng/ID: 87

The Teaching Islamic Education Course in Public High School Based on Information and Communication Technology

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The background of this research is because of Islamic Education (PAI) teachers in applying the conventional learning methods and media in teaching dominantly applied. The use of conventional methods and media caused the process of learning activities became unattractive, monotonous, even saturating. This condition happened in several public high schools. In fact, the rapid development of Information and Communication Technology (ICT) nowadays should be able to change the process of teaching and learning to be more varied, fun and educative.

This study aimed to find out how the teaching planning, teaching activities, teacher competencies, teaching impact, result of learning, and atmosphere of teaching activities. The method used in analyzing data was a qualitative-descriptive approach.

The results of this study indicate that: 1) Islamic Education Teachers had been able to apply ICT based on teaching plans, both independently and jointly in the teacher's community; 2) Islamic Education were good in utilizing Information and Communication Technology in the process of teaching activities; 3) Teaching and learning of Islamic Education ICT-aid in Sukabumi ran smoothly in preliminary activities, core activities and closing activities / learning evaluations; 4) The impact of the use of ICT in teaching Islamic Education subject caused the process of teaching became more practical and effective as well as interactive and fun for both teachers and learners;. 5) It made students easier to understand teaching materials, increasing students' motivation, removing barriers, helping students to have information and learning resources, improving students' learning outcomes and built students' independence in learning; 6) There were number of supporting factors in ICT-based teaching activities, such as government support, network availability, institution awareness, teachers competence, and the change of students' mindset in applying ICT in learning activity.

Keywords: Information and Communication Technology, Strategy of Teaching, Islamic Education, Media of Teaching

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An Examination of Job Burnout and Turnover Intention In Malaysian University Academics': Effects Of Affective Commitment

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Over the years, the higher education climate has changed drastically due to the greater demands in work-related performances of academics', heightened occupational strain, overbearing job responsibilities, and research-related expectations set by institutions. All these contribute to the trend of job burnout and occupational stress occurring among those in the university setting; in cases where these academics' experience serious levels of burnout and diminished commitment, some opt to leave their career altogether (Winefield, 2003). This study investigates the relationship between affective commitment, an individual's emotional attachment to the organisation, job burnout and turnover intention or intention to quit an organisation on a sample of Malaysian university academics'. Burnout was measured using the 9-items emotional exhaustion component scale (higher scores indicate greater burnout symptom) of the Maslach Burnout Inventory (MBI); affective commitment was measured using the six items of the Affective Commitment Scale developed by Allen and Meyer and intention to quit was measured by Kelloway, Gottlieb and Barham's Turnover Intention Scale consisting of four items. Significant and strong associations between burnout symptoms and the level of turnover intention were found. In addition, according to the findings affective commitment appears to mediate the relationship between burnout and academics' turnover intention. The results highlight the significance of academic burnout and the difficulties it poses in terms of academics' well-being, student progress, and institutional success. To minimise burnout and promote academic well-being, additional solutions are needed, including initiatives to resolve systemic problems in the university community. The findings, also shed light on how intervention efforts and services aimed at reducing academic burnout could be effective. These findings' implications are discussed.

Keywords: Burnout, Affective Commitment, Turnover Intention, Academics, Higher Education Institutions

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Edu/Eng/ID: 75

Malaysian Public University Lecturers' Motivations for Doctoral Study

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The decision and motivation to pursue doctoral study can differ depending on the perceived significance and importance among doctoral students. However, little is known about the initial motivations for enrolling in doctoral programmes among Malaysian public university lecturers. The aim of this study was to investigate their motivations for pursuing doctoral study. Six public university lecturers were interviewed about their motivations that influenced their decisions for pursuing doctoral study. The method of data collection was in-depth semi-structured interviews since it enables participants to freely express their personal views about their motivations that influenced their decisions for pursuing doctoral study based on their personal experiences. The data revealed that contractual conditions, support from others, intrinsic motivations, as well as recognition and status advantages are the main factors for enrolling in doctoral programmes. The findings identified potential recommendations for both would-be doctoral applicants and universities to offer prior to enrolment in order to further investigate their motivations for doctoral study.

Keywords: Motivations, Doctoral Study, Doctoral Candidate

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Edu/Eng/ID: 100

The Perspectif of Quality Improvement Of Raudhatul Athfal On Mora's Strategic Plan

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Description Improving and ensuring the quality of early childhood education according to standards is one of the priority programs and targets of government policies that are in line

with the sustainable education development policy in the Republic of Indonesia. Quality of Early Childhood Education (ECE) as stated in the National Medium-Term Development Plan (RPJMN) for 2020-2024 and the Sustainable Development Goals (SDGs) for 2017-2030 is also a concern of the government. ECE and development has become a major concern of the global community, evidenced in "Sustainable Development Goals". Preschool education at an early age (birth-8 years) is the golden age, where 80% of children's growth and development occurs rapidly. Raudhatul Athfal (RA) is an early childhood education unit under the guidance of the Ministry of Religious Affairs (Mora) in Indonesia, and its existence continues to develop according to community needs. The existence of Raudhatul Athfal in the strategic plan of the Ministry of Religion Affairs 2015-2019 has a less proportional position compared to education above it, so that it impacts on the quality that is still below the kindergarten in the Ministry of Education and Culture. Methods using interpretive qualitative research. The purpose of this study is to find out how the 2015–2019 Ministry of Religious Affairs Strategic Plan can provide positive urgency for the development and quality of preschool education under the auspices of the Ministry of Religion. Based on a literature review of the 2015-2019 Ministry of Religion Strategic Plan, it has not provided a meaningful touch to the development of early childhood education.

Keyword: Quality Improvment, Strategic Plan, Early Childhood

Confirmatory Factor Analysis on Science Teacher Performance Factors Against Student Science Learning Achievement

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The purpose of this study is to determine of the model fit the factors forming variable teacher's performance on students' science learning achievement by using factor analysis, namely confirmatory factor analysis (CFA). This research includes quantitative research with the data used is TIMSS data grade eight from the database of the Center for Educational Assessment, Research and Development Agency of the Ministry of Education and Culture of Indonesia for Junior High School level or equivalent with respondents 9074 students and 259 teachers in Indonesia who teach science in schools. Junior high school or equivalent from 153 schools with the analytical technique used is Structural Equation Modeling (SEM) with lisrel 8.8.
The results of the confirmatory factor analysis using the Maximum Likelihood (ML) method show that all the variables that form the latent variable of teacher performance have a factor loading value of> 0.50 and the variables that form student science learning achievement have a loading factor value of> 0.50 and there is a direct positive influence on teacher performance on Student science learning achievement of 0.312 and the results of the model fit test with a significance level of 0.0000. While the reliability of the instrument was tested using Construct Reliability (CR) and Variance Extracted (VE). Thus, a fit model is obtained between the factors shaping the performance of science teachers as latent

variables on student science learning achievement and there is a direct positive influence between teacher performance on student science learning achievement.

Edu/Eng/ID: 3

Exploring The Perception of Utar Undergraduates on The Importance Of English Language

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The importance of English Language for an English as Second Language (ESL) user to be competent in using target language has been circulating for many years. Functioning as a medium of instruction in education, the language plays a major role in terms of speaking, writing, listening and reading skill in Malaysia. However, there are still a handful students showed poor performance in English language. Using a purposeful selection of English Education students from Universiti Tunku Abdul Rahman (UTAR), Kampar, Perak, and this study aimed at obtaining the perceptions of participants towards English language learning, and obtaining possible solutions to solve the learners' learning difficulties. The samples are a selection of 20 participants who had completed their teaching practicum, and this study was conducted using questionnaires and open-ended questions as the instrument. The findings showed participants were positively respond to the statements as stated in the questionnaire. The participants also provided a list of factors causing low proficiency in English and suggested a number of solutions to the authorities in the field of education to help in improving the learner's English language learning.

Keyword: English language; language learning; learners; education; tertiary.

Lg/Eng/ID: 41

Using Stickers and Gif on Social Network Communication: Users' Experience and Preference

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Owing to the technological advancement and innovation, communication nowadays can be done digitally, through a range of social network platform such as Whatsapp, Wechat, Telegram and so on. Apart from offering cost saving and convenient communication medium to the users, these platforms are built of interesting features and useful functions that will transform users' communication into an effective and meaningful one. Stickers and GIF are two brilliant thus popular features that are available in most of the social network applications. As such, the present study wished to investigate users' experience in using these two features particularly relating to their purpose and frequency of usage. To this end, 10 users were interviewed in the study. Most of the informants indicate very frequent use of these features where some of them have a higher preference for stickers over GIF. As far as the purpose of usage is concerned, the informants most of the time send stickers or GIF to emphasise meaning of messages they intend to send via communication done. They added that these features are practically useful in getting their messages conveyed much clearer. Nonetheless, the informants informed they only use stickers and GIF with family and close friends and avoid using it when formal matter is subjected in the communication.

Keywords: Sticker, GIF, social network communication, experience

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Lg/Eng/ID: 67

The Application of Critical Thinking Standards in Written Communication At A Corporate Organisation

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Critical thinking plays an important role at the workplace especially in corporate organisations. In the corporate world, communication is seen to be related to critical thinking in a way that effective and comprehensive communication only portrays its competency by applying manners of critical thinking in their written and oral communication. This paper is a preliminary study that analyses the use of language in written communication at a selected corporate organisation. The investigation is mainly based on three critical thinking standards which are clarity, precision and completeness. This study was conducted to analyse how the three critical thinking standards are applied in corporate texts and the importance of critical thinking standards in producing a successful text. This study also identifies which critical thinking standard should be enhanced in written corporate communication according to the readers' needs. Speech texts were selected for

the purpose of data collection. A measurement tool was included in the survey forms to determine whether critical thinking standards are applied in the texts based on the respondents' perspectives. It was found that the samples were not generally written in exceptional manner of precision, clarity, and completeness. In sum, written corporate communication in this sector should be enhanced especially by following at least the three critical thinking standards: clarity, precision and completeness. Therefore, this study might be useful as a cue for other researchers and to whom writing corporate communication may concern.

Lg/Eng/ID: 69

Improving Presentation Skills of Polytechnic Students Using Flipgrid

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Since June 2020, Malaysia Polytechnic lecturers are required to conduct online teaching for certain courses as to follow the guideline of operation by The Department of Polytechnic and Community College Education for teaching and learning which to be implemented during and post Movement Control Order (MCO). Semester 3 students of Politeknik Sultan Haji Ahmad (POLISAS), Kuantan who took Communicative English 2 in December 2020 session, learned the subject via the combination of both synchronous and asynchronous learning. As part of the subject, they were required to practise and present about products and services. In a normal setting, the students were able to practise before the presentation in front of the lecturer and classmates. However, for the new normal, the students were asked to use the Flipgrid application by Microsoft which functions are similar to video-based social media platforms. The students were given tasks to record their presentation practice using Flipgrid. This qualitative research aims to find out selected POLISAS students' perceptions towards using Flipgrid in improving their presentation skills. 9 students with different English language proficiency (Good, Intermediate and Low) were chosen for the interview. The data were presented in vignettes to answer the research questions. Based on the interview, the students revealed that Flipgrid is a user-friendly application which allows them to redo their presentation video until they are satisfied with the outcome. They also believed that the application reduces their anxiety to speak in front of the class. The students also recommended that Flipgrid not only be used for learning English but other subjects as well.

Keywords: presentation skills, online learning, Flipgrid, polytechnic students

Lg/Eng/ID: 72

A Review on The Impact of Self-Regulated Learning (SRL) On Learning Outcomes During Covid 19 Pandemic
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Since the beginning of COVID 19 pandemic, education landscape and classroom practice have gone through a drastic change. Through the implementation of the Movement Control Order (MCO), teachers have to resort to using online learning platforms as the replacement of the actual face to face class. The study intends to identify the impact of self-regulated learning (SRL) on Learning Outcomes during COVID 19 pandemic. Findings revealed that many studies supported the notion of the positive effects of SRL on online learning. However, the most significant strategy is peer assessment while metacognition, time management, effort regulation, and critical thinking strategies showed a less significant impact on academic performance. Hence, it is plausible to focus on the peer assessment strategy more in an online learning context. Findings from this study validates the role of SRL in online learning in producing the desirable learning outcomes.

Keywords: (Self-Regulated Learning, Online Learning, COVID 19)

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Lg/Eng/ID: 73

The Relationship Between Language Learning Strategies and KLM Students' Reading Comprehension in Reading Foreign Language Texts

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In the recent years, Malaysia has witnessed the importance of learning and mastering other foreign languages through the growing number of language centres and learners enrolling in language classes. Looking back at the history of language learning in Malaysia, the implementation of language education at the tertiary level started back in the 1960s, with the establishment of Department of Languages by the University of Malaya in 1966. Pursuant to that, many local universities slowly establishing their own language centre. Sokip (2020) listed out among the crucial elements in learning new language is the ability to read the text or reading comprehension. Although the growing number of learners enrolling in foreign language classes are quite promising, some of the learners are struggling in acquiring and mastering the chosen foreign language. Thus, this paper is intended to study the relationship between language learning strategies and students' reading comprehension in reading foreign language texts with the objectives to: 1) identify the level of language learning strategies and reading comprehension among KLM students in reading foreign language texts, and 2) see if there is any significant relationship between language learning strategies and reading comprehension of foreign language texts among KLM students. Employing quantitative research design, an online survey consisted of 27 items from Strategy Inventory of Language Learning (SILL) and 19 items of reading comprehension from

Saskatchewan Education, has been administered towards 100 Kulliyyah of Languages and Management (KLM) undergraduates. Based on the findings, it can be concluded that some of the language learning strategies played important roles in aiding students' reading comprehension, especially in reading foreign texts. The overall findings of the study are yet to be discussed in detail in the paper.

Lg/Eng/ID: 14

A Correlational Study of Malaysian Hoteliers' Self-Ratings of Guest Interaction Skills And Occupational Self-Efficacy Before and After Gamification Experiences

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Previous studies have reported issues and challenges faced by hospitality employees during guest-host interactions. While employees' low proficiency in English has been reported to be a problem among Malaysian hoteliers, the hoteliers' perceptions of their own guest interaction ability, or their occupational self-efficacy are yet to be explored and reported. Moreover, there is hardly any studies investigating the relationship between guest interaction skills and occupational self-efficacy of hoteliers, despite the prominent role self-efficacy plays in employees' work performance. In this regard, this study attempts to explore Malaysian hoteliers' perception of their guest interaction skills and occupational self-efficacy and if there is a correlation between the two. This study also investigated if there is any significant difference between hoteliers' perception of their guest interaction skills and occupational self-efficacy after gamification experiences. Data from 173 hoteliers from a hotel in Selangor, Malaysia was obtained and analyzed through both correlational and quasi-experimental research design. Within the correlational research model, self-efficacy and guest interaction skills questionnaire were administered before and after the treatment. Within one-group pretest and posttest method, the same survey was administered to the 12 randomly selected participants after gamification treatment. The data was analyzed quantitatively using descriptive analysis, paired sample t-test and Pearson product moment correlation using SPSS version 26.0. The findings reveal a positive correlation between guest interaction skills and occupational self-efficacy before and after experiencing a series of ESP class with gamification. However, gamification was found to have a bigger impact on hoteliers' self-ratings of their occupational self-efficacy than its effect on their guest interaction skills after the treatment. The findings have positive implications for employment of gamification as an instructional strategy in teaching guest interaction skills and instilling occupational self-efficacy among hoteliers.

Keywords: ESP, Guest Interaction Skills, Occupational Self-Efficacy, Gamification

Quantitatively Comparing the Syntactic Complexity Between British and American University Students' ENL Writing

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Syntactic complexity is the variety and sophistication degree of the syntactic structures conveyed in written production. This paper aims to quantitatively compare the syntactic complexity between British and American University Students' ENL writing. One hundred and twenty-eight essays are randomly sampled from the Louvain Corpus of Native English Essays, in which 64 of them are written by British university students and another 64 by American university students and all the writers are native English speakers. Scores of syntactic complexity for both groups are calculated by using the software Syntactic Complexity Analyzer in terms of "length of production unit", "amount of subordination", "amount of coordination", and "degree of phrasal sophistication". Independent samples t-tests are conducted to find the differences in syntactic complexity between the two groups. The results show that British university students produce longer sentences than American students do as the mean length of sentences, clauses, and T-units in their writing are significantly (p = 0.000) larger than that of American students' writing. On "amount of subordination", the two groups produce a similar proportion of subordinated structures as there are no significant differences for both the dependents clauses per clause and per T-unit between the two groups. In terms of coordination, there are no significant differences for both coordinated phrases and sentences between the two groups. Finally, on "degree of phrasal sophistication", the two groups produce a similar proportion of verb phrases, but British university students produce a significantly (p = 0.000) larger proportion of complex nominals than American students do. In conclusion, though British university students produce longer sentences and a larger proportion of complex nominal, it cannot be concluded that their ENL writing is syntactically more complex than that of American university students as there are no significant differences for subordination and coordination between the two groups.

Keywords: Syntactic complexity, ENL writing, British English writing, American English writing

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MH370 Crisis: Image Repair Strategies Used by Malaysia Airlines

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Malaysia Airlines System (MAS) is a state-owned airline controlled by the Government of Malaysia. On March 8, 2014, one of its flights, MH370 disappeared from the radar while flying 12 crewmembers and 227 passengers of 14 nationalities from Kuala Lumpur to Beijing. To date, the cause of the tragedy as well as the plane's whereabouts still remain unknown. This study focuses on the image repair strategies used by MAS in their written press conferences and press releases during the MH370 search and rescue operations. Based on Benoit's Image Repair Theory, content and thematic analyses were carried out to identify the image repair strategies and the main themes used in the strategies. The findings show that the main types of image repair strategies applied by MAS were corrective action, bolstering, and mortification while collaboration in search and rescue operation, support for the victims' families and transparency in information updates were prominently used as their image repair themes. Even though this study offers some insights on how image repair strategies were applied by an organization when handling an international crisis, further studies on the language discourse of image repair strategies are needed as they would be useful for language teaching and learning.

Keywords: image repair, crisis management, MH370, airlines

Lg/Eng/ID: 74

The Use of English Loanwords in Malay:
Perceptions Of Students from A Language Faculty

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The increasing western culture and economic influence all over the world after the World War Two (Jones, 2007) has seen the growing use of English language as a second language in Malaysia. Despite some resentment towards the language as a colonizer's language (Stephen, 2013), the influence of the English language can be seen in the Malay language in the use of English loanwords. Using the qualitative research design, this study investigated the language students' perceptions of the use of English loanwords in the Malay Language. The research questions are: 1. What are the factors that influence the language students' choice of English loanwords?; 2. What are their opinions about the use of English loanwords among Malaysians in general? Six language students from Kulliyyah of Languages and Management, International Islamic University Malaysia were interviewed online via the Google Meet platform. The data were analysed using the thematic analysis by Braun and Clarke (2006). The findings revealed that the factors that influenced the students to use English loanwords are familiarity, filling lexical gaps and the media influence. They also had mixed opinions on this phenomenon. While they were able to recognize the importance of English loanwords in communication, they were also concerned that it can compromise the authenticity of the Malay Language. This shows that despite the benefits of borrowing words from other languages, the native language is perceived as more than just a means of communication; it represents culture and identity. There were also suggestions that the Dewan Bahasa dan Pustaka (DBP) should control the number of English words being borrowed and adopted into the language.

Keywords: English Loanwords, Malay Language

Lg/Eng/ID: 82

Representations Of Foreign Workers in Newspaper Headlines During Covid-19

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Malaysia has been relying on foreign workers to combat labour shortages in industries like agriculture, construction, and manufacturing. Due to this, there is an influx of foreign workers from countries like Indonesia, Bangladesh, and India in Malaysia and has attracted local media's attention such as newspapers. One of the issues highlighted in the newspapers is the health issue. As an instrument of information, the newspaper is actively reporting about the cases of COVID-19, including the ones that involved foreign workers. Thus, this study was done to understand how the newspaper represents foreign workers in their headlines during COVID-19. To analyse the data, Reisigl and Wodak's discourse-historical approach (DHA) was employed to examine the discursive strategies and linguistic forms of the selected data from The Star. Based on the analysis, it is evident that the newspaper had employed a number of topoi (i.e., the topoi of threat, victimisation, number and control) to represent foreign workers in newspaper headlines. Furthermore, The Star has negatively positioned the foreign workers by highlighting their nationalities, where most of them originate from third-world countries or their illegal migrant status. The research also found that foreign workers are framed as threats more than victims despite being one of the most affected groups during the pandemic. Such representations bring negative impacts on their lives as they get easily discriminated against by others and could lead to other major issues such as getting denied their legal rights. This paper concludes by discussing the research contributions, highlights the need for better treatments for foreign workers, and suggestions for future research.

Keywords: Foreign workers, representation, news headline, critical discourse analysis, COVID-19

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Genre Analysis and Tourism Promotional Texts:
A Literature Review

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Recent years have seen a significant growth in the use of genre analysis in the area of English for Specific Purposes (ESP), specifically in the academic and professional contexts. This paper reviews the use of genre analysis method and its models in analysing tourism promotional genres. Related studies were searched in online databases and google scholar using the keywords: genre analysis, genre-based analysis, tourism, and ESP. This paper found that very

few studies conducted on tourism promotional genres used genre analysis and discovered that Swales (1990), Bhatia (1993, 2004) and Kathpalia (1992) were the most used models in analysing tourism promotional genres. It concluded with recommendations for further genre analysis studies in the tourism field.

Lg/Malay/ID: 2

Kecekapan Penguasaan Literasi Bacaan Dan Tulisan Bahasa Melayu: Pengalaman Awal Dan Pengamatan Murid Tahfiz Di Nakhon Si Thammarat, Thailand

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Kemampuan membaca dan menulis perlu diperkukuhkan dalam diri setiap individu. Hal ini demikian kerana dengan menguasai kemahiran membaca dan menulis, seseorang dapat berkomunikasi dengan menggunakan tatabahasa yang baik. Perbendaharaan kata, sistem ejaan, tatabahasa, kemahiran berbahasa, ragam bahasa, laras bahasa dan penggunaan ungkapan menarik merupakan aspek bahasa dapat menjadikan seseorang individu mempertautkan keseluruhan idea untuk menggunakan sesuatu bahasa. Justeru, amat penting untuk seseorang murid menguasai aspek kecekapan literasi sesuatu bahasa. Kajian ini bertujuan untuk mendapatkan gambaran yang holistik terhadap kecekapan penguasaan literasi asas bacaan dan tulisan Bahasa Melayu dengan meneliti pengalaman awal dan pengamatan murid maahad di Nakhon Si Thammarat Thailand. Selaras dengan itu, kajian ini menggunakan reka bentuk penyelidikan kajian kes kualitatif. 74 orang murid dilibatkan secara sukarela dan kajian ini dilaksanakan di Maahad Islam Imaneeyah Foundation School, Nakhon Si Thammarat selama empat minggu. Dua teknik pengumpulan data digunakan dalam kajian ini iaitu pemerhatian di dalam bilik darjah dan penganalisisan dokumen iaitu skrip jawapan murid dalam praujian dan pascaujian literasi asas Bahasa Melayu. Dapatan kajian menunjukkan bahawa kecekapan penguasaan literasi bahasa Melayu ini dapat dikelompokkan ke dalam tiga tema utama iaitu (i) minat dan kematangan murid menggunakan Bahasa Melayu; (ii) aspek kelemahan murid dalam penguasaan literasi asas Bahasa Melayu; dan (iii) kepelbagaian media pengajaran literasi Bahasa Melayu.

Kata kunci: (kecekapan, literasi Bahasa Melayu, kualitatif, pengalaman dan pengamatan)

Mendepani Cabaran Literasi Pembelajaran Bahasa Melayu Dalam Kalangan Murid Orang Asli Jakun Lenga, Johor:
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Pelbagai langkah diambil oleh Kementerian Pendidikan Malaysia (KPM) dalam usaha membantu pelajar orang Asli yang masih ketinggalan dalam pendidikan. Mengikut KPM (2010) telah menyarankan pendidikan wajib bagi semua kanak-kanak di bawah umur 12 tahun di bawah Dasar Pendidikan Wajib. Begitu juga bagi masyarakat Orang Asli juga turut memiliki hak yang sama dalam mendapatkan pendidikan yang sempurna walau pun mereka hidup terasing daripada masyarakat arus perdana. Oleh itu kajian ini bertujuan mengenalpasti masalah dan faktor yang dialami oleh pelajar orang Asli di Sekolah Kebangsaan Kampung Bharu Lenga Johor. Kajian ini menggunakan reka bentuk kaedah kualitatif kajian kes melalui temu bual bersama dengan 4 orang guru. Kajian ini juga menggunakan sampel daripada 23 orang murid Orang Asli Tahun 1 hingga tahun 6. Berdasarkan temu bual didapati bahawa antara masalah utama yang dihadapi dalam literasi berkait rapat dengan isu motivasi pelajar dan sikap ibu dan bapa masyarakat orang Asli tersebut dalam memberi motivasi kepada anak mereka untuk terus belajar. Selain itu, faktor kesedaran masyarakat orang Asli tersebut yang tidak meletakkan pendidikan sebagai satu jaminan pada masa hadapan untuk terus berjaya. Faktor ini juga mejejaskan minat kepada anak-anak orang Asli ini untuk terus mempelajari bahasa Melayu kerana mereka menganggap tiada kepentingan untuk bertutur dalam bahasa Melayu berbanding bahasa inbunda mereka. Oleh itu, hasil kajian ini diharapkan dapat memberi input kepada pembinaan kurikulum, pentadbiran sekolah dan guru-guru yang mengajar murid Orang Asli.

Kata kunci: bahasa Melayu, literasi, pendidikan, orang Asli, pembelajaran dan pengajaran bahasa Melayu.

Pantang Larang Suku Kaum Jakun, Kampung Sentosa Lenga, Johor

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Pantang larang orang asal suku kaum Jakun telah membentuk satu identiti tersendiri yang unik kerana terdapat persamaan dan juga perbezaan dengan orang Melayu. Walau bagaimanapun, penelitian dan pendokumentasian berkaitan pantang larang orang asal suku kaum Jakun khususnya yang tinggal di Kampung Sentosa, Lenga dilihat kurang diperkenalkan dan didedahkan kepada masyarakat luar sehingga menyebabkan satu kerugian dalam kajian kaum pribumi. Oleh itu, kajian ini dijalankan bagi mengenal pasti dan mendedahkan pantang larang suku kaum Jakun di Kampung Sentosa, Lenga, Johor. Kajian ini dilakukan menggunakan kaedah kualitatif serta melibatkan temu bual bersama dua orang informan secara tidak berstruktur. Pemilihan kedua-dua orang informan adalah menggunakan pendekatan NORMs oleh Chambers dan Trudgill (1990). Data kajian dikumpulkan menerusi teknik temu bual, rakaman, dan pemerhatian. Dalam kajian ini, pantang larang diamalkan terhadap orang mengandung, melahirkan anak, kematian, bertunang, perubatan tradisional, memasuki hutan serta perkahwinan. Pantang larang tersebut masih diamalkan sehingga sekarang, namun disebabkan oleh kurangnya kesedaran akan kepentingan budaya mereka, terdapat beberapa amalan tidak lagi diterapkan oleh orang asal suku kaum Jakun Kampung Sentosa di Lenga.

Kata Kunci: Pantang Larang, Orang Asal, Suku Jakun, Lenga, NORMs

Lg/Malay/ID: 64

Representasi Argumen Kata Kerja Gerak Ruang Bersifat Arah Dalam Dialek Perak Utara 'Pi'
Berdasarkan Teori Struktur Konseptual

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Gerak difahami sebagai perubahan dari satu lokasi ke satu lokasi yang lain. Kajian ini tertumpu pada penggunaan leksikal gerak ruang bersifat arah dalam dialek Perak Utara. Pengumpulan data dibuat menerusi kajian lapangan di 2 buah kawasan daerah Kerian. Penganalisisan data menggunakan teori Struktur Konseptual oleh Jackendoff (1997 & 2011). Pemetaan argumen ini merangkumi empat tatatingkat utama, iaitu pemetaan kepada representasi struktur fonologi, representasi struktur konseptual, pemetaan kepada rajah pohon struktur konseptual dan pemetaan kepada peranan tematik serta perkaitannya dengan struktur sintaksis. Hasil dapatan menunjukkan, kehadiran gerak bersifat arah ini hadir dalam fungsi [Peristiwa] yang membawa rumus asas [[[Gerak [x [Peristiwa] [benda] [Tempat] [Masa]]]]. Hasil dapatan menunjukkan leksikal [pi], mempunyai pemetaan representasi argumen yang tersendiri yang melibatkan konstituen seperti [Peristiwa] [benda] [Lokasi] [Masa]. Bagi peringkat pemetaan dalam peranan tematik, item yang terlibat ialah peranan kepada Aktor, Matlamat, dan objek rujukan. Sehubungan dengan itu, kajian ini menunjukkan reprerentasi argumen struktur konseptual dapat dipetakan secara sistematik dan berpada khususnya dalam gerak bersifat arah dialek Perak Utara.

Kata kunci: dielak Perak Utara, gerak ruang, konstituen, argumen, struktur konseptual dan tematik.

Prinsip Kepimpinan Dan Hubung Kait Ciri Kesantunan Melayu Dalam Cerita Lipur Lara

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Makalah ini mengemukakan pengkajian kesusasteraan bersifat rentas disiplin melalui analisis ilmu pengurusan moden dan kesantunan pragmatik dalam cerita lipur lara Melayu. Berobjektif mengenal pasti pendekatan pengurusan yang berfokus pada domain prinsip kepimpinan (PK) selain meneroka perkaitannya dengan ciri kesantunan orang Melayu. Dua teori diaplikasikan, iaitu pendekatan pengurusan oleh Zuber (2017) dan teori Ciri Kesantunan Melayu Tiga Tokoh (CKMTT) oleh Arina (2019) untuk menganalisis dialog 10 watak dalam dua cerita lipur lara, iaitu dua watak dalam Hikayat Malim Dewa (HMD) dan lapan watak dalam Hikayat Awang Sulung Merah Muda (HASMM). Kajian ini menggunakan kaedah analisis teks melibatkan lima langkah, iaitu i).kaedah pustaka, ii).mengklasifikasi domain prinsip kepimpinan dan perkaitannya dengan CKMTT, iii).pengekodan, iv).penghuraian analisis, v).penjadualan dan peratusan data. PK menggariskan lapan dimensi; D1-Keberanian, D2-Kebijaksanaan, D3-Berwawasan, D4-Amanah/Jujur, D5-Adil, D6-Bertimbang rasa/Penyayang, D7-Kependidikan, dan D8-Benar/Elak Fitnah. CKMTT terhasil daripada proses penggabungan dan modifikasi model Asmah (2000), Awang (2007) dan Tenas (2011) yang membentuk tiga faktor; i).peranan, kuasa dan perbezaan taraf sosial (PKS), ii).pematuhan pada tajuk (PT) dan iii).pematuhan pada peraturan (PP). Hasil analisis mendapati tujuh daripada lapan prinsip kepimpinan diaplikasikan oleh watak yang mencerminkan corak kepimpinan bervariasi dalam sesuatu pentadbiran. Perkaitan dengan ciri PKS dalam CKMTT pula didapati mendominasi struktur karya; membuktikan PK diaplikasikan sesuai dengan peranan watak selaku pentadbir sebuah negara sekali gus mendasari konteks yang mengawal keseluruhan perkaitan dengan CKMTT. Ini membuktikan kepimpinan berlandaskan kesantunan amat signifikan dalam budaya hidup orang Melayu sejak zaman Melayu tradisi lagi.

Kata kunci: pendekatan pengurusan, prinsip kepimpinan, cerita lipur lara, CKMTT dan pragmatic
.

Kekeliruan Sebutan Dan Ejaan Kata Pinjaman Bahasa Inggeris: Suatu Analisis Linguistik

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Kajian ini dijalankan bertujuan mengenal pasti kekeliruan ejaan dan sebutan bagi awalan vokal "e" dalam kata pinjaman bahasa Inggeris, meneliti kekeliruan ejaan dan sebutan bagi tengah vokal "e" dalam kata pinjaman bahasa Inggeris serta menganalisis kekeliruan ejaan dan sebutan bagi akhiran vokal "e" untuk kata nama pinjaman bahasa Inggeris. Secara umumnya, kata pinjaman sudah wujud di tanah Melayu ini sejak dahulu lagi. Kebanyakan perkataan bahasa Melayu diambil daripada bahasa asing dan bahasa Melayu telah menerima pakai kata pinjaman daripada pelbagai bahasa seperti bahasa Inggeris, bahasa Arab dan bahasa Eropah yang lain. Di samping itu, kaedah kajian yang digunakan dalam kajian ini ialah kaedah kualitatif. Bagi mendapatkan hasil kajian, pengkaji mendapatkan beberapa kata pinjaman bahasa Inggeris yang diambil daripada sumber rujukan ilmiah seperti buku. Hasil kajian juga menunjukkan bahawa, kajian terhadap kekeliruan ejaan dan sebutan untuk kata pinjaman bahasa Inggeris dapat membantu penutur untuk tidak keliru dengan penggunaan vokal "e" dalam kata pinjaman bahasa Inggeris dengan bahasa Melayu. Oleh itu, pengkaji juga mencadangkan untuk mewujudkan satu lagi bunyi vokal "e" yang khusus untuk vokal "e" dalam bahasa Melayu. Sekiranya tidak mahu mewujudkan vokal "e" yang ketiga selepas "e" (pepet) dan "e" (taling), maka lebih baik menukar terus vokal "e" tersebut kepada vokal "i".

Kata Kunci: Kekeliruan, Ejaan, Sebutan, Bahasa Melayu, Kata Pinjaman, bahasa Inggeris

Lg/Malay/ID: 52

Kesalahan Sintaksis Dalam Penulisan Esei Bahasa Melayu Pelajar Asing

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Pembelajaran bahasa Melayu sebagai bahasa kedua amat penting dalam kalangan pelajar asing di Malaysia. Penguasaan bahasa kedua yang terhad dalam kalangan pelajar asing menyebabkan pelajar kerap melakukan kesalahan dalam penggunaan bahasa Melayu. Objektif kertas kerja ini adalah bagi membincangkan dan menganalisis kesalahan sintaksis yang dilakukan oleh pelajar asing semasa mempelajari kursus Bahasa Melayu Pertengahan yang ditawarkan oleh Pusat Bahasa dan Pengajian Umum. Kajian ini dilakukan terhadap 14 orang pelajar asing dari negara China. Pemilihan sampel dalam kajian ini dilakukan menggunakan teknik persampelan bertujuan. Data kajian diambil berdasarkan tugasan penulisan esei dan dianalisis menggunakan Teori Analisis Kesalahan oleh Corder (1981). Selain itu, buku Tatabahasa Dewan (2015) terbitan Dewan Bahasa dan Pustaka juga digunakan sebagai panduan untuk mengenal pasti kesalahan sintaksis pelajar. Kaedah yang digunakan dalam kajian ini ialah kaedah kualitatif, iaitu analisis teks. Dapatan kajian menunjukkan terdapat banyak kesalahan sintaksis yang dilakukan pelajar asing dalam penulisan esei. Antara kesalahan sintaksis yang dilakukan ialah kesalahan ayat majumk gabungan, ayat majmuk pancangan, ayat majmuk campuran, ayat aktif, ayat pasif dan ayat tidak gramatis. Kesalahan ini berlaku disebabkan oleh faktor bahasa ibunda dan bahasa kolokial yang mempengaruhi para pelajar. Dapatan kajian diharapkan dapat dijadikan panduan kepada pelajar asing dalam mempelajari bahasa kedua. Implikasi kajian ini ialah para pengajar perlu merancang strategi agar dapat membantu para pelajar mengatasi masalah yang mereka hadapi.

Kata kunci: analisis kesalahan; bahasa kedua; penulisan esei; bahasa Melayu; kesalahan sintaksis; pelajar asing

"Rebung Tak Miang, Bemban Pula Miang": Perspektif Semantik Inkuisitif Dan Akal Budi Islam

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Kajian ini dilaksanakan bagi meneliti falsafah dan akal budi Melayu di sebalik peribahasa serta perkaitannya dengan ajaran dan syariat Islam. Justeru, kajian ini memfokuskan peribahasa berunsurkan makanan masyarakat Melayu, iaitu 'rebung' melalui peribahasa 'rebung tak miang, bemban pula miang'. Kamus Istimewa Peribahasa Melayu (2017) dan pangkalan data www.malaycivilization.com UKM dijadikan sebagai rujukan utama bagi mendapatkan data. Proses penganalisisan data kemudiannya dilaksanakan dengan mengguna pakai konsep Rangka Rujuk Silang (RRS) dan pendekatan semantik inkuisitif. Huraian makna peribahasa Melayu yang mencerminkan akal budi penuturnya berjaya dihasilkan menerusi gabungan data, pendekatan, falsafah dan budaya. Melalui kajian ini, terbukti bahawa elemen makanan yang diaplikasikan sebagai metafora dalam pembinaan peribahasa mempunyai pertautan dengan kehidupan masyarakat Melayu itu sendiri. Konsep pemerhatian yang diterapkan oleh masyarakat Melayu terhadap unsur alam diterjemah kepada pemikiran yang bersifat kreatif dan kritis bagi menyampaikan nasihat mahupun teguran dengan penuh kesantunan. Syariat Islam yang menjadi pegangan masyarakat Melayu juga turut diasosiasikan bagi menghasilkan sesebuah peribahasa yang bermakna. Maka, falsafah dan akal budi Melayu serta akal budi Islam yang terkandung di sebalik peribahasa Melayu berhasil diteroka melalui pengaplikasian pendekatan semantik inkuisitif.

Kata kunci: Akal Budi Melayu, Akal Budi Islam, Peribahasa, Rangka Rujuk Silang, Semantik Inkuisitif

Edu/Malay/ID: 30

Penghayatan Akhlak Di Kalangan Pelajar Sekolah Menengah Daerah Manjung

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Konteks pembangunan ekonomi dan politik di dalam sesebuah negara, pembinaan akhlak dalam bentuk pembangunan manusia yang seimbang dan bersepadu akan menjamin pembangunan ekonomi yang mampan serta kekuatan politik yang akan menjamin kecemerlangan negara secara berterusan. Atas kesedaran tersebut, kepentingan akhlak sebagai suatu gagasan bagi menjamin pembangunan negara yang mampan dan seimbang dinyatakan dengan jelas sebagai salah satu di antara cabaran Pelan Pembangunan Pendidikan 2013-2025. Pada masa yang sama, pelbagai dasar, sistem, perancangan strategik dan program yang dilaksanakan dalam amalan pendidikan di negara ini memberikan gambaran yang jelas terhadap komitmen pihak kerajaan untuk melahirkan generasi rakyat Malaysia yang memiliki keperibadian yang mulia dan seimbang. Namun, status sebenar penghayatan akhlak di kalangan pelajar sekolah menengah di Daerah Manjung yang telah melalui sistem pendidikan di negara ini masih menjadi tanda tanya. Dapatan dari satu kajian tinjauan menunjukkan status keseluruhan penghayatan akhlak peribadi di kalangan pelajar sekolah menengah adalah pada tahap sederhana tinggi. Dapatan ini seterusnya menggambarkan pola penghayatan yang agak rendah dalam beberapa aspek akhlak kritikal di kalangan pelajar sekolah menengah seperti kewajipan solat lima waktu, adab pergaulan dan pendedahan aurat. Pendekatan kaedah tinjauan ini menetapkan daerah Manjung sebagai fokus utama dengan pembahagian kepada tiga pola utama iaitu pelajar yang mengikuti KAA, pelajar Islam yang mengikuti pembelajaran di SMJK (C) dan pelajar di SMK Harian. Dapatan mungkin memberikan sedikit gambaran tentang punca kepada beberapa masalah sosial yang dihadapi dalam masyarakat masa kini. Beberapa prospek penyelidikan turut dicadangkan bagi meneliti dengan lebih mendalam terhadap penghayatan akhlak di kalangan pelajar sekolah menengah khususnya di Daerah Manjung.

Edu/Malay/ID_36

Meneroka Cabaran Pembelajaran Dalam Talian Yang Dialami Oleh Mahasiswa Universiti Putra Malaysia Semasa Pandemik Covid-19

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Pandemik Covid-19 yang melanda dunia sejak penghujung tahun 2019 telah memberi kesan yang besar kepada sistem pendidikan negara sama ada peringkat rendah, menengah dan pengajian tinggi. Bagi memastikan pendidikan terus berlangsung, pembelajaran dalam talian dilaksanakan. Dalam konteks Universiti Putra Malaysia, pembelajaran dalam talian mula dilaksanakan pada bulan Mei 2020 dengan menyambung sebanyak sembilan minggu kuliah berbaki bagi semester 2, 2019/2020. Pembelajaran secara dalam talian sepenuhnya merupakan satu pengalaman baharu bagi pelajar. Kajian kualitatif ini bertujuan untuk meneroka cabaran yang dihadapi oleh pelajar menggunakan pembelajaran dalam talian semasa pandemik Covid-19. Soalan terbuka dikemukakan kepada enam kumpulan mahasiswa iaitu satu kumpulan terdiri daripada lima orang. Jawapan kepada soalan yang dikemukakan itu dianalisis secara tematik. Dapatan menunjukkan bahawa terdapat empat cabaran pembelajaran yang dialami oleh mahasiswa iaitu cabaran capaian internet, cabaran suasana pembelajaran tidak kondusif, cabaran disiplin diri dan cabaran pembelajaran tidak mencapai tahap optima. Kajian ini memberi implikasi penting bahawa cabaran yang dialami perlu ditangani oleh mahasiswa itu sendiri dengan sokongan pihak ibubapa, pensyarah dan juga institusi pengajian serta pihak kerajaan.

Kata kunci: pembelajaran dalam talian, cabaran pembelajaran, mahasiswa, pandemik COVID-19

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Perintah Kawalan Pergerakan (Pkp) Dalam Tempoh Penularan Pandemik Covid-19 Di Malaysia: Konsep Dan Pelaksanaannya

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Pandemik COVID-19 yang menular sejak awal tahun 2020 memberi impak yang mendalam kepada kesejahteraan penduduk dan pembangunan sosioekonomi negara di seantero dunia. Di Malaysia, peningkatan kes positif COVID-19 yang ketara telah memaksa pihak kerajaan melaksanakan Perintah Kawalan Pergerakan (PKP) di seluruh negara pada 18 Mac 2020 yang bertujuan untuk memutuskan rantaian penularan virus berkenaan. Perintah Kawalan Pergerakan (PKP) merupakan perintah yang dilaksanakan oleh Majlis Kesihatan Malaysia dan Majlis Keselamatan Negara (MKN) di bawah akta 342 iaitu Akta Pencegahan dan Pengawalan Penyakit Berjangkit 1988. Secara umumnya, konsep perlaksanaan Perintah Kawalan

Pergerakan (PKP) terbahagi kepada tiga fasa yang bergantung terhadap jumlah jangkitan di sesebuah lokaliti atau negeri iaitu Perintah Kawalan Pergerakan (PKP) bagi kawasan yang mempunyai nilai jangkitan tertinggi, manakala Perintah Kawalan Pergerakan Bersyarat (PKPB) yang merupakan fasa penularan jangkitan mula menurun berbanding fasa PKP dan Perintah Kawalan Pergerakan Pemulihan (PKPP) adalah fasa pada zon yang selamat dan kadar penularan jangkitan COVID-19 adalah terkawal. Satu fasa lagi iaitu Perintah Kawalan Pergerakan Diperketatkan (PKPD) yang dilaksanakan di lokaliti khusus yang mempunyai kadar jangkitan COVID-19 yang tinggi. Tuntasnya, konsep lockdown untuk mengekang penularan COVID-19 di Malaysia adalah berbeza berbanding dengan negara lain. Dalam pada itu, pelaksanaan PKP di negara ini turut menghadapi cabaran dan kejayaannya dipengaruhi oleh pelbagai faktor.

Kata kunci: Perintah Kawalan Pergerakan, pandemik COVID-19, pelaksanaan.

Edu/Malay/ID: 80

Kaedah Pembelajaran Membaca Bahasa Melayu Murid Masyarakat Orang Asli (Oa) Di Kampong Bahru Lenga, Johor, Sepanjang Pandemik Covid-19

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Anggapan masyarakat Orang Asli (OA) terhadap sekolah sebagai tempat bermain dan makan, menekankan cara hidup yang mudah, sekadar meneruskan hidup tanpa memikirkan perancangan masa hadapan dan masalah ketidakhadiran ke sekolah mengakibatkan kurangnya penguasaan dalam keempat-empat kemahiran bahasa Melayu serta kadar keciciran yang tinggi adalah antara permasalahan pembelajaran OA. Kegagalan anak-anak menguasai kemahiran asas membaca di tahap 1 (Darjah 1, 2, dan 3) telah mula mendapat perhatian daripada ibu bapa sepanjang pandemik COVID-19 melanda. Kajian ini dijalankan untuk menganalisis program meningkatkan tahap membaca dalam kalangan anak-anak masyarakat OA pada tahap 1 yang ketinggalan akibat wabak yang melanda menyebabkan mereka terpaksa duduk di rumah tanpa menyertai proses pembelajaran secara bersemuka atau pembelajaran dalam talian. Kajian dijalankan menggunakan reka bentuk kualitatif. Kaedah pengumpulan data dilakukan dengan menemu bual sebanyak 7 orang responden dalam kalangan ibu bapa murid masyarakat OA di Kampong Bahru, Lenga Johor bagi mendapatkan data primer. Hasil dapatan daripada transkripsi temu bual dan analisis video yang dihantar oleh ibu bapa kepada pihak sekolah menunjukkan walaupun anak-anak OA tidak mengikuti kelas dalam talian disebabkan ketiadaan komputer, telefon bimbit dan liputan Internet namun ibu bapa masyarakat OA berusaha agar anak-anak mereka dapat mengikuti kelas di rumah. Ibu bapa mereka telah memberikan kerjasama yang padu dengan pihak sekolah dan pihak universiti setempat untuk mendapatkan bahan-bahan pengajaran secara salinan keras untuk mereka sendiri memotivasikan anak-anak mereka sekali gus berusaha untuk menyesuaikan diri dengan sistem pendidikan. Usaha meningkatkan pendidikan generasi komuniti terawal di negara ini harus digembleng oleh semua pihak agar murid OA dapat meneruskan kelangsungan hidup tanpa mengesampingkan budaya tradisional mereka.

Kata kunci: pandemik COVID-19, kelas dalam talian, Orang asli, membaca, motivasi

Penguasaan Kemahiran Membaca Bahasa Melayu
Murid Tahun Satu di Daerah Kuantan

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Kemahiran membaca merupakan kemahiran asas untuk dipelajari oleh semua murid sekolah rendah. Jika kemahiran membaca tidak dikuasai dengan sepenuhnya, murid-murid akan buta huruf, seterusnya menjejaskan proses pembelajaran pada masa hadapan. Oleh itu, kajian ini dijalankan untuk mengetahui tahap penguasaan murid-murid Tahun Satu dalam kemahiran membaca. Kajian ini mengaplikasikan pendekatan kuantitatif dengan menggunakan ujian. Responden kajian ini terdiri daripada 70 orang murid-murid Sekolah Kebangsaan di daerah Kuantan. Kajian ini memfokuskan pada tahap penguasaan murid-murid dalam kemahiran membaca selain mengenal pasti perbezaan penguasaan mereka mengikut jantina dan lokasi sekolah. Data yang telah dianalisis menunjukkan bahawa tahap penguasaan murid-murid dalam kemahiran membaca Bahasa Melayu berada pada tahap tinggi (M=4.49, SP=.65). Keputusan analisis menunjukkan tiada perbezaan yang signifikan antara penguasaan murid-murid dalam kemahiran memabca mengikut jantina Namun, terdapat perbezaan yang signifikan antara penguasaan murid-murid mengikut lokasi sekolah. Maka, guru-guru hendaklah peka terhadap kemahiran membaca anak murid mereka serta mempelbagaikan kaedah pengajaran supaya dapat membantu penguasaan kosa kata asas bahasa Melayu murid-murid.
Kata kunci: Pembelajaran Bahasa Melayu; kemahiran membaca; sekolah rendah

Kaedah Pengajaran Dan Pembelajaran Menggunakan Facebook: Kajian Terhadap Pelajar Di USIM

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Facebook merupakan salah satu media komunikasi sosial masa kini. Kaedah pembelajaran dan pengajaran juga boleh dilaksanakan menggunakan platform ini. Kajian ini menilai sejauh mana keberkesanan penggunaan Facebook dalam kalangan pelajar tahun tiga, Fakulti Pengajian Bahasa Utama. Kaedah menganalisa komen yang diberikan oleh pelajar dalam Facebook dapat membantu pelajar mempertingkatkan prestasi pembelajaran. Setiap kesilapan bahasa melalui komen yang dibuat akan disemak oleh pensyarah. Hasil dapatan kajian mendapati bahawa pelajar dapat menggunakan tatabahasa yang betul di samping mendapat maklumat tambahan yang diberikan oleh pensyarah dan seterusnya dapat menguasai kemahiran menulis dengan baik.

Kata kunci: Facebook, Media Sosial, Komen, Pengajaran dan Pembelajaran (PdP)

Lg/Eng/ID: 35

The Relationship between Social Identity, Collaborative Learning in Foreign Language Class, and Social Relationship among Undergraduate Students.

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Social identity refers to how people classify themselves in different contexts and shape beliefs and behaviour based on their classification. This may have an effect on how they approach and view members of their in-group and out-group. We learn to adapt and embrace our social identity by unconsciously constructing it through our daily interactions. Collaborative learning is commonly used in classes as an organizational training for students in education, especially at the university level. To be successful in their assessments, students must collaborate. The social relationships of group members can have an impact on the formation of the group. The aim of this paper is to look into the relationship between the social identity of Kulliyyah of Languages and Management (KLM) undergraduate students and their collaborative learning in foreign language classes and social relationships within KLM to see whether it creates unity or superiority among them. To collect statistical data, a quantitative online survey is conducted. The SPSS analysis showed that only a substantial association between social identity and in-group of social relationships was discovered in the study, implying that groups in the society have a sense of superiority. However, in the case of discrimination or bias among the participants, this recent study does not go any further. Some pedagogical implications of the study is given with regards to collaborative learning.

Keywords: Social Identities, Collaborative learning, Social Relationship, Foreign Language.

Exploring Users' Awareness and Use of English Collocations in Everyday Communication

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English language users are highly reckoned to acquire collocational knowledge as part of their language acquisition to ensure greater fluency is achieved when using the language. Despite the obvious significance of collocation knowledge, many users have shown poor mastery of collocations, leading to their improper and incorrect use of the language be it in writing or speaking. The present study aimed at exploring further ESL learners' awareness and use of collocations in their everyday communication. To this end, six users at different age range (12 years old to 40 years old) were interviewed in the study, to gain input on their collocation awareness and use. The results revealed two interesting findings. Firstly, the young and adult users were observed to have different level of collocation knowledge, as the young ones responded they know fewer English collocations than the adults. Interestingly, one of the respondents reported that he never heard of the word collocation before. Resulting from their lack of knowledge, the respondents were found to hardly use collocations in their everyday communication. Even if they do, this was by coincidence and not as a demonstration of their collocation knowledge and awareness. The findings of the present study bring an implication to language teaching and learning practices to include collocations as a focus in language teaching and learning process.

Keywords: English collocations, awareness, English language users, everyday communication

Gender Representation in Chuchu TV Bedtime Stories

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Male and female have been subjected to gender identities which often lead to stereotypes that segregate the two genders in various aspects of life. The stereotypes have been found in many types of discourse where male and female were often represented in different ways. Thus, the purpose of this study was to identify the social representation constructed for males and females characters in *ChuChu TV Bedtime stories,* a channel with children's content on Youtube. ChuChu TV was chosen as the data of this study because of the cartoon's global popularity which was reflected in the significant increase in subscribers and viewers over the past few years. This qualitative research used Membership Categorization Analysis (MCA) as the framework that helped to identify the categories bound predicates and categories bound activities associated with the characters. The findings suggested that there were some differences in the way male and female characters were represented in the cartoon. The existence of gender stereotypes in children's discourse indicates that there is a lot more needs to be done in order to educate the community on this matter, especially children who often interpret the messages brought by the media about gender as the representation of the real world.

Keywords: *Gender, Stereotypes, Representation, Children's discourse.*

Sorrow, Contemplation and Distrust In Alfred Tennyson's In Memoriam

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Many mainstream mediums in Western popular culture continue to use the concept of phases of grief for dying patients and bereaved survivors. It may reflect a desire to understand how the mind comes to recognise events and circumstances in the interests of humanity, and it may not be irrational. Responses to the question of whether or not discernible patterns occur in psychological reactions to loss will expose normative bereavement responses and recognise mechanisms needed to promote positive loss adjustment (Prigerson & Maciejewski, 2008). The ability to understand and process feelings after the loss of a loved one has ignited writers' interest in writing on the subject in literary studies as well. Alfred Tennyson and his work In Memoriam is an example. Tennyson's poem In Memoriam was inspired by his grief over the death of his friend, Arthur Henry Hallam. Thematic research was used to discover agony, rumination, and disbelief, which may reflect the psychological concept of grief. According to the findings, grief may represent an emotional willingness to acknowledge the loss of something precious as well as a sense of inner peace that comes with letting go of a struggle to recover what has been lost.

Keywords: agony, rumination, disbelief, Alfred Tennyson, In Memoriam

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Negotiating Identities in A Collectivist Context: Language Investment Among Malaysian Undergraduates

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There has been a growing interest in investigating the role identity plays in the second language (L2) learning in recent years. Under certain circumstances, identity might be the critical factor that supersedes both learners' motivation and proficiency in determining whether a learner is willing to communicate in the target L2. Some motivated undergraduates who do well in written examinations refuse to participate in communication activities. Meanwhile, those students who are not as proficient are very enthusiastic about

improving and showcasing their verbal ability. What factors could be involved to hinder or encourage Malaysian tertiary students in participating in communication activities? How does these students' cultural and individual condition vary to the extent that they seem so different from each other, despite exposure to the same English language curriculum during their school years? By drawing on three essential concepts in the second language acquisition (SLA) domain (learner identity, investment, and ethnic identity), this paper attempts to answer the following research question: How invested is Malaysian undergraduates in L2 communication? The research was conducted at a university on the East Coast of Peninsular Malaysia. Data were gathered through semi-structured interview sessions with 14 non-English major undergraduates. Participants consist of six Chinese, four Indian, and four Malay. Findings revealed considerable variation in the types of investment the participants made and the reasons they provided for this. Responses were elaborate and highly context dependent. This study contributes specifically to research about Malaysian English education by improving our understanding of how the beliefs and identity of Malaysian undergraduates relate to their investment to communicate in English.

Keywords: Learner identity, ethnic identity, language investment, Malaysia, plural society

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Teaching English Language Speaking Skills: A Survey on Students' Attitudes in a Rural Area

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This research was conducted in SMK Menumbok, Sabah involving 50 students from two form four classes. This research was carried out to study students' attitudes towards various strategies and activities in the teaching of English speaking skills. Various strategies and activities were selected used encompassing individual, pair, group and whole class work during the lessons. Questionnaires were used to discover the students' attitude towards the language and activities used. Besides questionnaires, the researcher's report and the teacher's reflection were also used as a supporting research instrument. This research also studied the students' preferences or interest in relation to the activities used. The speaking skills strategies used in the lessons were adapted from the Communicative Language Teaching (CLT) approach. Findings of the study discovered that t they were interested in the multiple activities used, they were also motivated to learn the subject and showed positive attitude towards learning the language. SPSS was used to analyse the data gathered from this research. The outcomes of the research is hoped to provide better ideas and alternatives for teachers to handle the challenges in the teaching of English speaking skills.

Keyword: Speaking Skills, ELS, Attitudes, Rural School

The epistemology of Bayani and Burhani in Madrasah Ibtidaiyah

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This article discusses the Bayani and Burhani epistemology at Madrasah Ibtidaiyah. The concept of Bayani and Burhani epistemology applied in Madrasah Ibtidaiyah becomes a learning method. Madrasah Ibtidaiyah is an educational institution where Islamic religious subjects are a basic subject in addition to general subjects. The aim of the research is how to apply the epistemology of the bayani and burhani in Madrasah Ibtidaiyah. The research method used is *library research,* namely the library data collection method, which consists of several journal articles and several books, then read and take notes and process the research material. This article concludes that Bayani's epistemology is derived from texs consisting of the Qur'an, Hadith, with the Ijtihad, Istinbat, Istidlal and Istidlal methods which are applied in Madrasah Ibtidaiyah in the lessons of Alqur'an Hadith, Akidah Akhlak Fiqh and the History of Islamic Culture. The Bayani method in learning is certainly a solid foundation of knowledge for students in future learning activities. Burhani's epistemology comes from the experience and humanity applied in Madrasah ibtidaiyah in science, social studies, PPKN, Arabic, Indonesian, Sundanese, arts and sports. The burhani method is carried out by carrying out scientific tradition activities by developing existing knowledge and the tradition of looking for findings from the problems around it.

Keywords: Epistemologi; Bayani; Burhani; Madrasah; Ibtidaiyah

Strategies For Improving Digital Literature Skills InUniversities

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This study aims to present ideas about strategies for increasing digital literacy skills in universities. The research method used is descriptive qualitative. Data analysis was carried out by searching, analyzing and concluding theories, literature, and the results of previous studies. The contribution of this research is the novelty of the idea of a strategy to increase digital literacy skills that can be used by students in online learning in universities. The limitation of this research is that no further research has been carried out on the effectiveness of strategies to increase digital literacy. This research will be continued in the next research.

Keywords: Digital Literacy, Students, Higher Education

Edu/Eng/ID: 24

Student Safety and Wellness Approach for Schools in Malaysia

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Safety is a state of being safe and free from danger including injury and risk. Safe school conditions can produce a responsive school culture and can optimize students' social learning, emotional and intellectual development. Although these school premises is considered as a low-risk premise, it does not mean that the school is free from accidents and injuries. A safe school environment can form positive emotions for students and in turn improve students' well-being in the long run. There are various approaches used by scholars to understand the state of safety and well-being such as sociological welfare theory and student well-being model, USDOE model, safe school integrated program, and safe school model. The purpose of this case study is to explore these models and propose a more holistic approach appropriate to the context of the school environment in Malaysia.

Lg/Eng/ID: 44

Helming Malaysia: A Critical Metaphor Analysis Of Najib Razak's Metaphors

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This paper discusses the vocational roles constructed by Najib Razak, the sixth Prime Minister of Malaysia for himself, the government, and the relational identities for the people and others in nine Supply Bills read by him (2010 – 2018). This study was modelled upon Charteris-Black's Critical Metaphor Analysis (CMA) and Sack's Membership Categorisation Analysis (MCA) frameworks. The findings showed that Najib Razak and the government played the role as a ship captain (PRIME MINISTER IS SHIP CAPTAIN), the people were conceptualised as the passengers, sailing in the sea of world economic situation, heading towards a high-income country and developed nation status as the destination. This voyage is led by the government as the captain with the ministers as the crew. Through these

metaphors, the people were reminded that without the government to helm the ship, it is impossible for them to reach their destination. Therefore, the use of metaphors in the Supply Bills served the predicative, empathetic, ideological and mythical purposes.

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Lg/Eng/ID: 94

Language Attitudes and Preferences of Malaysian Students Learning Major ASEAN Languages

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This study explored language attitudes and preferences of Malaysian students (N=79) learning one of major languages spoken in ASEAN countries, namely, Thai, Myanmar, Filipino and Vietnamese. The term 'language attitudes' refers here to the language learners' attitudes toward and beliefs about a target language country, its people and cultures. Using a free-list technique, the students were asked to write all images they have of the target language country. They were then asked to rate each image in their individual lists on a scale ranging from -2 to +2. The data were analyzed to explore the structure, salience and favourability of the language learners' mental images of each of the four ASEAN countries. The findings indicated that the learners of Thai language had the most rich and diverse palette of images. Notwithstanding, the learners of all languages held predominately positive attitudes toward the target language countries, their cultures and people. In the following step, the respondents were asked a set of questions regarding their preferences for learning a foreign language, particularly those spoken in ASEAN countries. The majority of the students (63%) indicated their desire to learn an additional ASEAN language. The Filipino language was the most popular choice, followed by Thai and Indonesian. At the same time, a considerable share of the respondents (37%) expressed the interest to learn an East Asian language, predominantly Korean. A variety of reasons ranging from feeling a cultural affinity to pragmatic considerations were offered for the choice of a language to learn.

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Edu/Eng/ID: 98

A Preference Analysis and Justification of Arabic Written Corrective Feedback Among Undergraduates

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There has been extensive discussion done on the needs of using corrective feedback in writing within foreign language learning. Essentially, corrective feedback is one of the important tools in improving students' skills in learning a language. This study aims to find out the preference and justification of written corrective feedback (WCF) through the use of Google Doc among students in a higher learning institute. The effects of the direct and indirect feedback with metalinguistic comments were also studied to determine their suitability in learning the Arabic language. Quantitative and qualitative data were collected to (1) identify the preferred type of feedback among students, (2) identify justification of the preferred feedback type, and (3) examine post-test score differences between types of written correction feedback. Two questionnaires were adapted and distributed to 93 first-year students of Arabic language for Academic Writing. Five students were interviewed to find out their justification of the preferred types of WCF. A total of 50 respondents were divided into two groups according to the type of WCF provided, and post-test scores between the types of feedback were compared to determine if there was any significant difference between the types of feedback. The findings show that students prefer direct corrective feedback with metalinguistic comments. Post-test scores indicate that higher scores were achieved by students who received indirect feedback with metalinguistic comments. This indicates that students are able to process indirect feedback that are supplemented with metalinguistic comments. Moreover, online learning environment provides more opportunities for instructors to highlight the students' errors more clearly.

Keywords: Collaborative writing; corrective feedback; e-learning; technology-assisted corrective feedback

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Chatbot: I'm Not Perfect But I'm Here to Help

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Speaking-related anxiety be it face-to-face or on social media platform are common among English as second language learners (L2). The ability to speak or chat in English effortlessly in a variety of situations have become the greatest fear among L2. Thus, L2 would avoid from asking questions for clarifications or giving responses whenever they were asked in English. Increasing their willingness to communicate can enhance their overall learning experience and confidence. Aiming to investigate the efficacy of using Artificial Intelligence (AI) chatbot for enhancing the leaners' confidence and willingness to communicate, a pre-intervention and post-intervention studies were conducted among the ESL learners in one of the public universities on the East Coast of Peninsular Malaysia. In a period of one semester, L2 were asked to engage in a conversation with a chatbot regularly. Learners can ask questions and the chosen chatbot app will respond by mimicking the common chat responses similar to a native speaker of English. Learning indirectly with chatbot is potentially very useful for learners as it provides a non-threatening environment for leaners to practise and not being afraid of making mistakes. Learning process can occur anywhere and at any time. The measures ranged from surveys on willingness to communicate, attitudes on chatbot and open-ended common expressions to test their English chatting ability before and after the intervention. Although there are some limitations of the AI chatbot which can never replace a real person in communicating within the context, the findings revealed that AI chatbot is efficacious in enhancing the L2 willingness to communicate and confidence in chatting in English.

Keywords: chatbots, educational technology, ESL, willingness to communicate and confidence

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The City in Chan Ling Yap's Novels: What Does it Represent?

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City in literature has been represented in various forms and meanings. In this article, the discussion focuses on the historical rendition of the city that can be read through layers of historical meanings with a literary technique. The analysis method is drawn from Lehan's argument on the city in literature. As in the four selected novels of Chan Ling Yap, problems are highlighted in terms of the city's representation and the characters' involvement as the dominant subject of urban construction and cultural stimuli. While the various location in the provinces is covered, the centre of these novels is Kuala Lumpur, to which her characters live, move, and experience the journey in search of identity. Yap portrays the formation and development of the city in Malaya through this historical narrative. The city was gradually transformed in history, as the narratives present the change in its function, the meaning in its human-city interaction, and the diverse forces that disrupt the city inside out. From the

reading, the city in the past that has been represented in the narrative plays a major role in the characters' destiny and identity. The city shares its rhythm, gestures and senses that can validate experience and confirm the characters' urban roles and sense of reality.

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Lg/Eng/ID: 112

The City in Chan Ling Yap's Novels: What Does it Represent?

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The effects of bilingual education on reading were examined by comparing test scores across different proficiency elementary school DLP students. Results revealed that the strategy-based NILAM reading program benefited low and high proficiency students. DLP students in SBR NILAM programs outperformed their peers in the Normal NILAM reading program, while majority-language students in DLP outperformed their peers in Mainstream monolingual classrooms. SBR NILAM programs may enhance reading skills for DLP elementary school children.

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Lg/Eng/ID: 116

Development of Short-Term and Long-Term Retention in English Vocabulary via Elaborative Rehearsal Strategy for Secondary School Students

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This study aims at investigating the effect of the Elaborative Rehearsal Strategy on short-term and long-term retention of 5th grade primary students. The purpose of the study is to determine if the implementation of the Elaborative Rehearsal Strategy would increase English language vocabulary retention in the short and long term. To achieve this aim, the researcher adopted the quasi-experimental approach and recruited a sample of sixty Nigeria primary school five graders enrolled in Short west Nigerian that teaches the mainstream Nigeria Educational curriculum. The traditional method was used while teaching the control

group, while the keyword method was used with the experimental. The researcher prepared these tools: an achievement test (pre, post &delayed), tailored instructional program and a teacher's guide using the keyword method. The study results revealed that the keyword method is effective in developing students' learning and retaining vocabulary as the mean scores of the students' tests of the experimental group and that of the control group are in favor of the experimental group, which is attributed to the effectiveness of keyword method. The current study represents an original contribution to knowledge by devising a program that used an Elaborative Rehearsal Strategy to help junior students retain lexical items for a longer time.

Keywords: EFL, English Vocabulary, Retention, Elaborative Rehearsal Strategy

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Edu/Eng/ID: 122

Sustainable Approaches to Qur'anic Memorization: Exploring Tahfiz Secondary School Graduates' Experiences

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This article related to the approaches in sustaining Qur'anic memorization and memory theories in sustaining memorization.Thus, the objective of the study is to explore the approaches in sustaining Qur'anic memorization among the graduated secondary school students. To acquire the data, a case study design was adopted, including semi-structured interviews with 8 huffaz secondary school graduates based on particular criteria. The data suggest that there are 11 approaches in maintaining Qur'anic memorizing, with recitation, repetition, division, tafsir, and audio being the top five. Translation, tasmi', division, visualization, imitating the Qari's style of recitation, categorization and reciting during prayer were among the other ways used. As the recitation was the most commonly used approach among the participants, it should be used regularly by others who are attempting to maintain their knowledge of the Qur'an. Furthermore, schools should provide guidance to aspiring huffaz students on how to maintain memorization even after years of completing Qur'an memorization in secondary school.

Keyword: Approaches, Qur'anic Memorization, Sustainable, Tahfiz

Tourism/ID: 47

Konsep Liminaliti Dalam Pelancongan: Satu Tinjauan Literatur

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Pelancongan merupakan sektor ekonomi yang dinamik dan berkembang dengan pesat di peringkat global. Dalam pada itu, liminaliti adalah salah satu konsep yang semakin penting dalam sektor pelancongan. Konsep liminaliti ini pada mulanya diperkenalkan dalam sebuah karya etnologi yang bertajuk *'Rites of Passages'* oleh Arnold Van Gennep pada tahun 1909 bagi menerangkan suatu ritus peralihan dalam masyarakat, iaitu menandakan peralihan antara satu keadaan ke keadaan yang lain. Konsep liminaliti ini seterusnya dikembangkan pula oleh Turner dalam karyanya pada tahun 1974. Selepas itu, konsep liminaliti ini mula diguna pakai dalam pelbagai bidang lain seperti antropologi, geografi dan pelancongan. Oleh itu, kertas kerja ini bertujuan untuk meneroka konsep liminaliti dengan lebih mendalam berdasarkan tinjauan literatur dari pelbagai sumber kepustakaan. Liminaliti didefinisikan sebagai satu fasa peralihan individu. Proses liminaliti yang berlaku meliputi tiga fasa iaitu fasa pemisahan dari keadaan sebenar seseorang individu, peminggiran terhadap kehidupan sebenar ketika berada di fasa liminal serta penggabungan semula ke kehidupan sebenar. Kini, konsep liminaliti digunakan secara meluas dalam konteks pelancongan kerana berfungsi sebagai satu ruang liminal yang membolehkan pelancong mengalami persekitaran yang luar dari kebiasaan tanpa sebarang kekangan sosial dan tanggungjawab. Liminaliti dalam pelancongan merujuk kepada peralihan pelancong ketika meninggalkan keselesaan yang diperolehi di rumah untuk melintasi masa dan ruang serta beberapa ambang atau sempadan dengan pelbagai pengalaman yang tidak diketahui. Keadaan liminal yang wujud di destinasi pelancongan akan memberi kesan terhadap tingkah laku dan emosi pelancong. Oleh itu, konsep liminaliti dalam pelancongan ini penting untuk difahami bagi menentukan tahap kepuasan pelancong.

Kata kunci: Liminaliti, pelancongan, fasa liminal, kepuasan pelancong.

Pengurusan Krisis dan Bencana Dalam Pelancongan: Tinjauan Terhadap Kerangka Kerja dan Model Terpilih

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Pelancongan merupakan sektor ekonomi yang menjadi katalis terhadap pembangunan sosioekonomi di kebanyakan negara sedang membangun. Namun begitu, salah satu ancaman utama dalam pelancongan adalah krisis dan bencana. Antaranya seperti gempa bumi, tsunami, penculikan dan serangan pengganas. Kejayaan pembangunan pelancongan di sesebuah kawasan atau negara dipengaruhi oleh keberkesanan dalam pengurusan krisis dan bencana di destinasi pelancongan. Untuk itu, kertas kerja ini meneliti aspek pengurusan krisis dan bencana dalam pelancongan dengan merujuk kerangka kerja dan model terpilih. Sehubungan dengan itu, usaha untuk memahami aspek pengurusan dan pelaksanaannya adalah lebih bermakna melalui peranan sarjana yang membangunkan kerangka kerja dan model pengurusan krisis dan bencana dalam industri pelancongan. Hal ini relevan di peringkat perancangan terutamanya dalam mengklasifikasi krisis yang berlaku sama ada terjadi secara tiba-tiba atau secara beransur-ansur. Namun begitu, secara tradisinya, krisis diklasifikasikan sebagai bencana semula jadi (taufan, gempa bumi dan tsunami) atau buatan manusia (nahas pesawat, penculikan dan ancaman pengganas). Untuk itu, pemahaman terhadap kerangka kerja dan model pengurusan krisis dan bencana ini adalah penting kepada tuan rumah (*host*) dan pihak pemegang taruh agar sentiasa komited dalam memastikan pelancong lebih selamat dan terjamin ketika berkunjung ke destinasi pelancongan di sesebuah negara berkenaan.

Kata kunci: Pengurusan, krisis dan bencana, destinasi pelancong.

Peranan Masjid Dalam Perkembangan Dakwah Dan Pelancongan Domestik Di Melaka : Kajian Kes Di Masjid Selat

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Statistik kedatangan pelancong domestik ke Negeri Melaka menunjukkan satu peningkatan ekonomi yang dinamik. Lawatan pelancong ke masjid-masjid di negeri Melaka merupakan satu destinasi yang amat popular. Masjid Selat atau masjid terapung negeri Melaka adalah sebuah masjid yang dikenali sebagai mesra pelancong. Tujuan kajian kes ini ialah berdakwah melalui medium pelancongan. Kaedah kajian kes seperti reka bentuk, kualitatif secara temubual pemerhatian, analisis yang dikaitkan dengan pelancongan. Dakwah melalui medium pelancongan adalah satu pendekatan yang berkesan jika dibuat secara bersistematik. Sebagai model masjid contoh di negeri Melaka yang bukan sahaja mantap dari segi pengurusan dan pentadbiran dan juga secara agresif dan aktif mengimarahkan masjid sebagai pusat ibadah, perkembangan ilmu, pusat khidmat masyarakat serta pusat dakwah bagi pelancong-pelancong yang melawat masjid ini. Berdasarkan kajian soal seilidik bagi 50 orang responden, didapati keputusan bagi objektif 1 iaitu mengenalpasti pendakwah berperanan mempromosikan masjid sebagai medium perkembangan dakwah telah mendapat sambutan yang sangat menggalakkan kerana tugas pendakwah untuk berdakwah kepada pelancong perlu diteruskan. Manakala objektif ke 2 untuk memberi ganjaran atau imbuhan kepada pendakwah-pendakwah sukarela di masjid pelancongan juga telah dapat persetujuan yang sangat baik dari responden. Bagi objektif ke 3, responden berpendapat bahawa pihak-pihak berwajib perlu beri perhatian yang lebih mendalam. Penilaian kaedah berdakwah perlu dibuat dari masa ke semasa bagi menilai tahap keberkesanan fungsi program dakwah kepada pelancong-pelancong yang berkunjung ke masjid ini. Matlamat, visi dan misi yang telah dijalankan akan diteruskan dan dimantapkan lagi dengan beberapa cadangan hasil dari kajian ini. Analisis bagi keputusan objektif 1 ialah 90% sangat bersetuju dan 10% bersetuju sambutan yang sangat menggalakkan untuk pendakwah mempromosikan masjid dalam kegiatan dakwah pelancongan. Manakala bagi objektif ke 2 pula 92% sangat bersetuju dan 4% masing-masing bersetuju dan tidak bersetuju untuk pendakwah-pendakwah pelancong diberi ganjaran. Bagi objektif 3, 56% sangat bersetuju, 20% setuju, 18% sederhana setuju, 4% tidak bersetuju, 2% sangat tidak bersetuju untuk pendakwah memperbaiki teknik berdakwah yang lebih berkesan. Usaha memperkenalkan produk pelancongan melalui masjid adalah salah satu teknik untuk menyampaikan dakwah dan fakta sebenar mengenai Islam kepada pelancong tempatan dan pelancong asing. Hakikatnya lokasi tumpuan pelancong seperti di masjid bukan sekadar tempat umat Islam beribadat bahkan medium sosial yang mewujudkan interaksi antara pelancong untuk perkembangan dakwah.

Kata Kunci : *Dakwah, Pelancongan, Domestik Masjid, Melaka*

Tourism/ID: 51

Kesanggupan Untuk Membayar Dalam Pelancongan:
Takrif, Konsep Dan Klasifikasi

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Pelancongan diakui sebagai industri yang mampu menjana pendapatan melalui aliran pertukaran mata wang asing di kebanyakan negara di dunia. Salah satu konsep yang berkaitan dengan pelancongan adalah kesanggupan untuk membayar *(willingness to pay - WTP)*. Terdapat pelbagai takrif yang dikemukakan oleh sarjana dari pelbagai disiplin. Secara umumnya, kesanggupan untuk membayar ditakrifkan sebagai harga atau nilai bayaran maksimum yang sanggup dikeluarkan oleh seseorang untuk membeli suatu barangan atau perkhidmatan. Bagi memperkukuh imej sesebuah destinasi pelanocngan, konsep WTP adalah relevan dalam pengurusan pelancongan yang lestari. Kertas kerja ini meneliti secara lebih khusus terhadap pelbagai konsep yang dikaitkan dengan WTP serta klasifikasi yang digunakan termasuk jenis bayaran yang dikenakan serta cara menentu dan menganalisis WTP itu sendiri. Tuntasnya, kesanggupan untuk membayar adalah signifikan dalam pelancongan kerana sifatnya yang berupaya memberikan penyelesaian dari segi penetapan harga yang sanggup dibayar. Oleh itu, konsep WTP ini adalah perlu difahami secara mendalam dalam usaha membantu pengusaha pelancongan untuk lebih kompetitif dan pada masa yang sama meningkatkan kualiti perkhidmatan dan penjagaan alam sekitar.

Kata kunci: Pelancongan, kesanggupan untuk membayar, konsep, klasifikasi.

Konsep Ciri Pembelian Dan Kuasa Beli Pelancong Terhadap
Sektor Perkhidmatan Terpilih: Satu Tinjauan Literatur

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Dalam industri pelancongan, terdapat pelbagai sektor perkhidmatan yang terlibat, antaranya penginapan, makanan dan minuman, agensi perjalanan, tarikan pelancongan dan hiburan. Kepelbagaian sektor perkhidmatan dalam pelancongan ini mendorong kepada ciri pembelian yang khusus sekali gus mempengaruhi kuasa beli pelancong. Untuk itu, kertas kerja ini meninjau tentang konsep ciri pembelian dan kuasa beli pelancong terhadap sektor perkhidmatan berdasarkan sorotan literatur bahan kepustakaan terpilih. Secara umumnya, ciri pembelian seseorang pelancong dipengaruhi oleh niat, faktor promosi, pendapatan individu serta melibatkan aspek budaya, kepercayaan, imej dan harga. Kuasa beli merupakan proses yang melibatkan pengguna untuk menggunakan suatu produk barangan dan perkhidmatan serta mempunyai peranan untuk difahami bukan sahaja oleh pengguna itu sendiri. Pembeli atau pelanggan perlu tahu samada mereka sebenarnya mempunyai pengaruh yang sangat tinggi dalam penentuan harga di pasaran kerana pembeli atau pelanggan berkuasa untuk menjadi penentu bagi sesuatu produk yang ditawarkan dalam pasaran. Selain negara sedang membangun, masalah peningkatan sara hidup bukan sahaja dialami oleh negara-negara yang maju seperti Amerika Syarikat dan China juga menghadapi dengan masalah kenaikan pendapatan sara hidup rakyat mereka. Oleh itu, kemajuan sesebuah wilayah atau negara turut dipengaruhi oleh isu kuasa beli pengguna dan hubungannya dengan sektor. Ringkasnya, punca utama pelancong untuk memilih sesuatu tempat menarik sebagai lokasi percutian yang dapat meningkatkan kuasa beli mereka adalah melalui sektor perkhidmatan dalam pelancongan seperti kemudahan penginapan, makanan dan pengangkutan.

Kata kunci: Ciri pembelian, kuasa beli, pelancong, sektor perkhidmatan terpilih

Resilien dan Cabaran Usahawan Pelancongan Skala Mikro Dan Kecil: Satu Analisis Konseptual

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Lebih satu per tiga jumlah Keluaran Dalam Negara Kasar (KDNK) terhasil daripada Perusahaan Skala Kecil dan Sederhana (PKS). Menariknya, lebih daripada tujuh juta peluang pekerjaaan berjaya disediakan oleh PKS keseluruhannya. PKS terbahagi kepada tiga skala iaitu mikro, kecil dan sederhana. Mesyuarat kali ke-14 Majlis Pembangunan Usahawan dan PKS Kebangsaan (MPPUK) pada Julai 2013 telah meluluskan definisi terbaharu PKS berikutan berlakunya perkembangan dalam ekonomi sejak tahun 2005. PKS dibahagikan kepada sektor perkhidmatan, pembuatan, pembinaan, pertanian dan perlombongan. Tiga syarat yang perlu dipenuhi oleh sesuatu perniagaan untuk diklasifikasikan sebagai PKS iaitu kriteria kelayakan, jenis penubuhan dan struktur pemegang saham. Sesuatu PKS mestilah ditubuhkan di bawah akta atau berdaftar di bawah pihak berkuasa atau badan berkanun yang telah ditetapkan. PKS diwujudkan oleh pihak kerajaan untuk membantu rakyat dalam memperbaiki meningkatkan taraf sosioekonomi. Penglibatan PKS telah menjadi penyumbang pembangunan terhadap kelebihan faktor daya saing kepada industri pelancongan di Malaysia. Keadaan dunia yang sangat berdaya saing ditambah lagi dengan isu luar jangka yang berlaku pada hari ini memerlukan usahawan pelancongan untuk terus bertahan mendepani cabaran dari semasa ke semasa. Oleh itu, resilien dan cabaran usahawan pelancongan skala mikro dan kecil (PSMK) perlu diteliti secara menyeluruh agar kelangsungannya terus lestari. Ini berupaya mengelakkan daripada berlakunya isu gulung tikar dan secara tidak langsung mengekalkan kedudukan PSMK sebagai penyumbang kepada sektor pelancongan negara.

Kata kunci: Resilien, cabaran, pengusaha, pelancongan skala mikro dan kecil.

Lg/Arb/ID: 7

Political Speech of Bashar Al-Assad during the Syrian Civil War: A Critical Discourse Analysis Study

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This research deals with the political speech of the President of Syrian Arab Republic, Bashar Al-Assad in facing the Syrian crisis using the critical discourse analysis approach. This research reveals the persuasive strategies and explores the percentage of these strategies in the analysed discourse. This research contributes in shedding light on linguistic aspects of the political speech which then helps the public to understand the speech and ideas expressed by politicians from time to time on political issues. This research utilizes descriptive analytical method by analysing two speeches of Bashar Al-Assad on 20th June 2011 and 9th January 2013 in Damascus, Syria by using the theory of persuasive strategies. After analysing the persuasive strategies in the two speeches of Bashar Al-Assad, the research founds that Bashar Al-Assad frequently use persuasive mechanisms such as Metaphor, Negative Other Representation, Positive Self Representation and Pathos (Appeal to Emotions) with a number of 34, 29, 28, 21 and with a percentage of 22.2%, 19%, 18.3% and 13.7%.

Keywords: Political Speech, Bashar Al-Assad, Syrian Civil War, Critical Discourse Analysis

Lg/Arb/ID: 19

استراتيجيات الإقناع والتأثير في خطاب محي الدين ياسين

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يهدف هذا البحث إلى تحليل خطاب محي الدين ياسين ومعرفة الاستراتيجيات المستخدمة في خطابه واكتشاف تأثير الاستراتيجيات تجاه المجتمع. وتتكون تلك التحليلات من مقتطفات خطاب رئيس وزراء ماليزيا تان سري محي الدين ياسين. سلكت الباحثة في بحثها على سبيل المنهج الوصفي التحليلي. ويضيف البحث شيئا جديدا من خلال اكتشاف استراتيجيات الإقناع والتأثير الخاصة بأزمة كوفيد-19 مثلما يساعد المتخصصين في مجال الاتصال في التعرف على بعض استراتيجيات الإقناع والتأثير في الخطابات الصادرة في وقت الأزمة بشكل عام وأزمة كوفيد-19 بشكل خاص. يركز البحث على استراتيجية الاعتماد على العاطفة وربط المضمون بالمصدر أو المراجع والاعتماد على درجة من التخويف والتأثير المتراكم والتكرار وتدعم بنموذجَي العلاقات العامة. توصل البحث إلى أن استخدام استراتيجية الاعتماد على العاطفة وربط المضمون بالمصدر أو المراجع والاعتماد على درجة من التخويف وتأثير التكرار تلعب دورا رئيسياً للحصول على ثقة شعب ماليزيا في وقت الأزمة.

الكلمات المفتاحية: استراتيجيات الإقناع والتأثير، خطاب، محي الدين ياسين

Lg/Arb/ID: 23

ظاهرة التداخل اللغوي لدى الطلاب في كلية اللغات والإدارة: عواملها وأثرها
نور عطيرة مرشدة بنت نور زيلن

قسم اللغة العربية للاتصال العالمي/كلية اللغات والإدارة/الجامعة الإسلامية العالمية بماليزيا

إنّ ظاهرة التداخل اللغوي تعد من إحدى الظواهر اللغوية التي يتم وقوعها لدى ثنائيي اللغة ومتعدّدي اللغات، ويتضمن من خلالها استخدام الكلمات أو العبارات من لغة معينة في لغة أخرى التي يتكلّم بها المتكلّم. هذه الظاهرة ما زالت تتطور وتنتشر انتشارًا واسعًا حتى تجذب انتباه الباحثة للقيام بهذا البحث العلمي. جاء هذا البحث ليكتشف اتجاهات طلاب اللغة العربية للاتصال العالمي في كلية اللغات والإدارة نحو ظاهرة التداخل اللغوي، وليحدّد أهم العوامل التي تؤدي إلى هذه الظاهرة وأثرها. يستخدم هذا البحث المنهج الوصفي الكمي التحليلي من خلال توزيع الاستبانة على جميع طلاب اللغة العربية للاتصال العالمي من كل السنوات الدراسية وتحليلها عبر برامج رزمة التحليلات الإحصائية للعلوم الاجتماعية. تدلّ نتائج البحث على أنّ هذه الظاهرة تعد شيئًا طبيعيًا لدى الطلاب، ويقع الطلاب في التداخل اللغوي بسبب العديد من العوامل.

أخيرًا، هذه الظاهرة تؤثر على الطلاب تأثيرًا إيجابيًا وسلبيًا، ومعظمها إيجابيًا.

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الخطابات العربية المستخدمة لدى المضيفيين والمضيفات: دراسة تحليلية

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يهدف هذا البحث إلى اكتشاف المفردات والعبارات المستخدمة لدى المضيفين والمضيفات في سياق التواصل الحقيقي على متن الطائرة وإبراز دور تحليل الخطاب المهني لدى هؤلاء المضيفين والمضيفات في وضع مقرر اللغة العربية للمضيفين. تكمن أهمّية هذا البحث في أنّه يساعد مصممي برامج تعليم اللغة العربية للخدمات السياحيّة في معرفة بعض عبارات أساسية متداولة على متن الطائرة قبل إدراجها في مقرّر خاصّ بشكلّ منظّم. ويتبنى هذا البحث المنهج الوصفي التحليلي بتحليل دلالات المفردات والعبارات المستخدمة على متن الطائرة إضافةً إلى تحليل سياق استعمال تلك المفردات والعبارات. ولقد توصل البحث إلى أنّ استخدام الخطابات المهنيّة الأصيلة على متن الطائرة أمر أساسيّ لا بدّ منه في تصميم الوحدات الدراسية في تعليم اللغة العربية للمضيفين انطلاقًا من أنّ لكل مجال مصطلحات وأنماط تعبيريّة محددة، وأنّ الاعتماد على المفردات والعبارات في الخطابات المهنية العربية يمكن أن يساعد المعلمين غير الناطقين باللغة العربية في تقديم نماذج لغويّة صحيحة أصيلة للطلبة. يوصي الباحثان بأهمية الإكثار من تحليل الخطابات الأصيلة في مجال الخطوط الجوّية قبل تصميم مقرّر شامل للمضيفين والمضيفات.

الكلمات المفاتيح: مجال الطيران، اللغة العربية لأغراض خاصة، الخطاب المهني، الخطاب الأصيل.

دراسة التوتر اللغوي في مهارة الكلام باللغة العربية لدى الطلبة الناطقين بغيرها في كلية الأدارة واللغات

إعداد

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ملخص البحث

يهدف هذا البحث إلى التعرف على مستوى التوتر اللغوي في مهارة الكلام باللغة العربية لدى الطلبة الناطقين بغيرها في كلية الإدارة واللغات في الجامعة الإسلامية العالمية بماليزيا، وإبراز العوامل التي تؤدي إلى التوتر اللغوي في مهارة الكلام باللغة العربية لديهم. اعتمد البحث على المنهج الوصفي المسحي باستخدام استبانة لجمع البيانات من عينة مكونة من ثلاثين طالبا وطالبة من طلبة تخصص اللغة العربية للاتصال العالمي في قسم اللغات والإدارة في الجامعة الإسلامية بماليزيا فرع باقوه الذين تم اختيارهم بالطريقة الغير العشوائية (المتاحة أو المتوفرة). تم تحليل البيانات باستخدام الإحصاء الوصفي والاستدلالي للإجابة عن أسئلة البحث. توّصل البحث إلى أن مستوى التوتر اللغوي في مهارة الكلام باللغة العربية لدى عينة البحث جاء بدرجة متوسطة. وتوّصل البحث إلى أن من العوامل الرئيسة في التوتر اللغوي لديهم هي الشعور بالتوتر قبل إلقاء الخطاب أو الحديث باللغة العربية، القلق بشأن الفشل في التعبير عن الذات بشكل فعّال باللغة العربية، والقلق من ارتكاب الأخطاء أثناء التحدث باللغة العربية. وأظهرت النتائج عدم وجود فروق ذات دلالة إحصائية في مستوى التوتر اللغوي في مهارة الكلام باللغة العربية حسب متغير الجنس والسنة الدراسية. يقدّم البحث توصيات منها تشجيع الطلبة على ممارسة مهارة الكلام باللغة العربية وتوفير البيئة المناسبة لذلك، مع التركيز على زيادة الثقة بالنفس خاصة عند تصحيح الأخطاء اللغوية. يوصي البحث باجراء أبحاث للكشف عن الطرق الفعّالة في تطوير مهارة الكلام لدى طلبة اللغة العربية للناطقين بغيرها وتعزيز الثقة في ممارسة اللغة العربية باستمرار.

الكلمات المفتاحية: التوتر اللغوي، مهارة الكلام، اللغة العربية للناطقين بغيرها .

استخدام اللغة الوسيطة في تعليم اللغة العربية للناطقين بغيرها في كلية اللغات والإدارة
إعداد

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ملخص البحث

يهدف هذا البحث إلى معرفة إدراك محاضري أو مدرسي اللغة العربية للناطقين بغيرها لمفهوم اللغة الوسيطة، وكذلك الكشف عن أسباب أو دوافع استخدامها في تعليم اللغة العربية، وإبراز الطرق الفعّالة من أجل تطوير تعليم اللغة العربية للناطقين بغيرها. اعتمد البحث على المنهج الكيفي باستخدام المقابلات الفردية شبه المفتوحة لجمع البيانات المتعلقة بموضوع البحث من ثلاثة محاضرين ممن يستخدمون اللغة الوسيطة في تعليم اللغة العربية والذين تم اختيارهم بأسلوب العينة غير العشوائية (العينة القصدية). وتم اتباع خطوات أسلوب التحليل بالأفكار لتحليل المقابلات الفردية للإجابة عن أسئلة البحث. أظهرت نتائج البحث أن اللغة الوسيطة هي اللغة التي يلجأ إليها أو يستخدمها المحاضرون في تعليم اللغة العربية للناطقين بغيرها   مثل اللغة الملايوية واللغة الإنجليزية لتسهيل عملية تعلُّم اللغة العربية، ويرى المشاركون في البحث بأنها من الطرق التي يُمكن استخدامها في توصيل محتوى المادة إلى الطلبة ومساعدتهم في التركيز والمشاركة في الدروس، مع التوصية بعدم استخدامها في كل الأوقات وفي كل موضوعات اللغة العربية، وتشجيع الطلبة على ممارسة اللغة العربية في عملية التعلُّم. وتطرّق المشاركون إلى بعض الطرق الفعّالة التي يُمكن استخدامها في تعليم اللغة العربية للناطقين بغيرها. يوصي البحث باجراء أبحاث للكشف عن أراء الطلبة في استخدام اللغة الوسيطة في تعليم اللغة العربية للناطقين بغيرها.

الكلمات المفتاحية: اللغة الوسيطة، اللغة العربية للناطقين بغيرها، ممارسة اللغة العربية.

الرمز المناسب لصوت /ع/ العربية في الكتابة الرومية

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تحتوي نظم رومنة العربية على رموز كتابية اتفقت عليها جمعيات دولية مختلفة للتعبير عن أصوات اللغة العربية باستخدام الحروف اللاتينية أو بما يسمى الكتابة الرومية. وتهدف هذه النظم المتنوعة إلى تمكين الناس في نطق الأصوات العربية بغض النظر عن الحروف الأصلية للعربية. على الرغم من الاعتراف العالمي بهذه النظم، إلا أننا نلاحظ اختلاف رموز مستخدمة لتمثيل صوت /ع/ العربية، حيث وضعت أربعة رموز مختلفة لتمثيل هذا الصوت، وهي (ʿ) و (ʾ) و (ʕ) و (3). لذلك، تهدف هذه الدراسة إلى معرفة **الرمز المناسب لصوت /ع/ العربية في الكتابة الرومية**، ومن ثم الكشف عن الرمز المستخدم لصوت /ع/ العربية في الكتابة الرومية لدى الطلبة. وتتبع هذه الدراسة المنهج الكمي التحليلي باستخدام الاستبانة لبحث أنسب الرموز لصوت /ع/ العربية. وأظهرت النتائج أنّ هناك ثلاثة عوامل تؤثر على اختيار الطلبة الرمز المناسب لصوت /ع/ العربية في الكتابة الرومية وهي كثرة الاستخدام، سلامة الشكل، وسهولة الكتابة. وتوصلت الدراسة إلى أنّ الرمز المستخدم لصوت /ع/ العربية لدى الطلبة هو الرمز (ʾ)، وأما الرمز المناسب لصوت /ع/ العربية هو الرمز (3). وتفيد هذه الدراسة متعلمي اللغة العربية في التغلب على بعض الصعوبات التي تواجههم أثناء كتابة أصوات العربية بالرومية، خاصة صوت /ع/.

الكلمات المفتاحية: أصوات العربية، رومنة العربية، الرموز الصوتية، صوت /ع/

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Tourism/ID: 4

The Impact of Covid-19 Outbreak towards Tourism and Hospitality in Indonesia

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The Corona Virus or Covid-19 outbreak is an unpredictable shock which has adversely affected the Indonesian economy. The prolonged ban on international flightshas led to aglobal decline in economic growth and disruptions in the demand and supply of various necessities of life. The percentage of impact isdependent on social distancing, health, and post-social medication crisis. However, this study discusses the impact of Covid-19 on the tourism and hospitality sector and analyzes the situation associated with significant policy changes in the economic industry using several indicators. Furthermore, it focuses on the decline and challenges faced by the Tourism and Hospitality Industry in Indonesia due to the presence of Covid-19.

Keywords: (Impact, covid-19, outbreak, tourism, hospitality)

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Tourism/ID: 33

Challenges and Sustainability Strategy for Hotel Business during the Covid-19 Pandemic: A Case Study from Bengkulu City

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The COVID-19 outbreak has paralyzed conditions for the global hotel industry. In Bengkulu, the highly contagious COVID-19 outbreak continues to impact the hotel industry as well as the challenges it poses to business operations and strategies to sustain the sector's viability.

This study examines the challenges and the opportunity strategies adopted during the pandemic crisis for Hotel business in Bengkulu City. This study uses a case study with a qualitative approach using in-depth interviews of managerial positions, literature studies, and government regulations. This study shows the impact of a pandemic, which resulted in the adoption of new standard protocols from government regulations to wearing masks, washing hands, and managing to maintain distance to run business operations. This study will share challenges faced and the strategy to sustain the business operation in Bengkulu city.

Keywords: COVID-19, Hospitality Industry, Business Operation, Sustainability

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Tourism/ID: 34

The Effectiveness of Inbound Tourism Bootcamp (ITB) Incentive among Micro, Small-Medium Tourism Enterprises (MSMTEs) in Malaysia.

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In the tourism industry, productivity advancements can be described as innovative services and products that help enhance tourist experiences by understanding and realizing their needs and demands. In order to drive and organize tourism viability and sustainability in the long run, holistic, game-changing training programs or incentives are needed. The Tourism Productivity Nexus (TPN), in collaboration with the Malaysia Productivity Corporation (MPC) and the Malaysian Inbound Tourism Association (MITA), has launched the Inbound Tourism Bootcamp (ITB), which is one of the many non-financial incentives by the government to assist micro, small-medium tourism enterprises (MSMTEs) in Malaysia. Although such incentives are necessary to help and support the business grow, it is also imperative to examine how successful they are in assisting and supporting the business. The current study used a mixed method approach to look into the efficacy of the ITB among MSMTEs in terms of business awareness, digital marketing, and networking as part of their productivity improvement. A 41-item Likert scale questionnaire was developed to gather quantitative data from 103 respondents. Five tourism business owners were interviewed introspectively and semi-structuredly. The survey results revealed that the variables of Training Session Satisfaction (TS) and Transfer of Learning (TL) had a significant relationship with Course Objectives Achieved. The case studies on the other hand, revealed that interviewees gained new knowledge, skills, and a shift in attitude. Qualitative data also revealed a number of recommendations made by the interviewees in regards to the challenges they faced in

the workplace. The study also provides information for future strategic initiatives and research recommendations for both ITB and MSMTEs as a whole in Malaysia.

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Tourism/ID: 89

The Implication Of Online Marketing Strategies On Consumers' Decision MakingProcess Amongst Malaysian Youth

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Marketing in today's world can be viewed as crucially important since more competition in the market is now with technology advancement. Online platforms have created the opportunity ofevolving online marketing strategies. Everything can now opt through online, with applicationsand website transferring the method for the consumer to buy at their own time and space. With both advancements in technology between online marketing and online purchasing, it has been made a vital objective in this research to find the relationship between online marketing strategies and consumers' decision-making process especially amongst Malaysian youth. The focus of this study are 1) to identify consumers' perspectives on existing strategies of online marketing, 2) to investigate the relationship between online marketing strategies and consumers' decision-making process especially amongst Malaysian youth and 3) to examine the most influential online marketing strategies in influencing consumers' decision making process amongst Malaysian youth. This research adopts a quantitative method approach. In this research simple random sampling method is used that is any member of the population has an equal chance of being chosen in non-random sample. Questionnaires have been distributed to Malaysian youth specifically to those who had experience purchasing online. The data taken were then analyzed through descriptive, Pearson correlation and multiple regression analysis through SPSS and the results then showed the perspective on consumers on existing online marketing online strategies and the relationship between the dependent variable and independent variables. The result also showed the significant influences of the online marketing strategies towards consumers' decision making process. Few notable recommendations will be highlighted for future studies. This research focus on the implication in the perspectives of researcher and business operator. This will help them to understand better on how youth makedecision.

Covid-19: New Norms During Pandemic And Predictors Of Tourist Satisfaction In Domestic Travelling Among Youth

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Coronavirus 2019, or COVID-19, was first reported in China in December 2019, and it spread throughout the world. The pandemic has a massive effect on the tourism industry. All activities have been carried out in compliance with the current Standard Operating Procedure, SOP. The Ministry of Health specified new guidelines that must be met by all, in particular, the tourists. This study aims to determine the tourist's satisfaction travelling in Malaysia. The specific objectives consist of three research objectives: (1) to identify the youth's acceptance of the new norms introduced by the government and (2) to investigate youths satisfaction with the tourism operator's products and services under the new norms condition. Besides that, the research objectives also consist of (3) determining the relationship between the new normal conditions and tourists satisfaction among youth. The data was collected through an internet survey by Google Form, and in total, 203 survey responses were obtained. The quantitative research approach was used with a convenience sampling technique was chosen. This research focused on youth respondents who have travelled domestically under the new norm conditions. This study analyses the data using IBM-SPSS for descriptive and multiple linear regression for statistical analysis. The results of the study show that there was a significant positive relationship ($p < 0.01$) between tourism product under the new norm conditions and tourist satisfaction with the (R^2 =0.607). This study also provides insight into tourism operators in Malaysia to understand the tourist's experience, satisfaction and revisit intention to travel domestically.

Keywords: Covid19, Tourism Products, Service Qualities, New Norm Conditions, Tourist's Satisfaction.