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PROGRAM AND ABSTRACT BOOK

Communication Research Seminar 2021

CORENA21

Media and Communication in ASEAN

LIVING WITH COVID-19

7th - 8th December 2021

UNIVERSITY PARTNERS

INTERNATIONAL COLLEGE
HATYAI CAMPUS
PRINCE OF SONGKLA UNIVERSITY

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General Information

Assalamualaikum warahmatullahi wabarakatuh

Welcome

It is our pleasure to invite you to the 3rd Communication Research Seminar 2021 (CORENA21), which is taking place on December 7th and 8th, 2021.

CORENA21 is hosted online due to the present issue with COVID-19, as indicated by the Ministry of Health, National Security Council, and the Malaysian government.

Organizer:

Communication and Research Centre (COMET),
Department of Communication,
Abdulhamid Abusulayman Kulliyyah of Islamic Revealed Knowledge and Human Sciences
International Islamic University Malaysia

The conference is jointly organized by:

Universiti Brunei Darussalam
Universitas Lambung Mangkurat
Prince of Songkhla University International College
Universiti Teknologi Brunei

Conference Theme:

Media and Communication in ASEAN: Living with COVID-19

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Introduction to COMET

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

- To develop a strong research position in media and communication studies and in related disciplines.

- To create a platform for an international network of acclaimed researchers and academic institutions.

- To disseminate and make known the research results obtained by the members of COMET.

- To offer innovative courses and support programs.

- To organize international conferences, seminars, and workshops.

- To publish and produce scholarly materials in print and digital format.

Foreword by Advisor

Prof Dato' Sri Dr. Syed Arabi bin Syed Abdullah Idid
Advisor,
Communication Research Centre (COMET)

This is a very significant event for the Department of Communication. COMET is a forum to enable lecturers and students to present their latest findings relating to communication.

The whole world is affected by a dreadful health issue, namely COVID-19, which had brought harmful effects to all sectors of society. People's health and economy have been affected and this has brought political ramifications to many countries. COVID-19 has been one main issue that has been discussed in world forums and conferences, Government agencies, in various meetings, have attempted their best to offer options to weed out this dreadful health challenge.

Schools in communication have also tried their best to provide opinions to solve this health issue. I am sure the coming conference by COMET will see papers relating to COVID-19. It will showcase to the community how sensitive, active, and fruitful scholars have been in studying current issues and trying their best to help society face the challenge of COVID-19. I am sure that beside the issues related to COVID-19 there are also other concerns that will be raised by participants for further discussion, thus boosting academic interest among all participants in this gathering.

Before ending, may I congratulate the Organising Committee, headed by Madam Mazni Buyong, for the time and efforts spent to make this event a great success.

May I wish you all the best in making this forum enjoyable and meaningful.

Conference Program Summary

TIME	PROGRAM
DAY 1 (TUESDAY, 7 DECEMBER 2021)	
8.30 AM	**Participant Registration**
9.00 AM	**Opening Ceremony** **Doa recitation** **Welcoming Remarks by COMET Advisor,** **Prof Dato' Sri Dr. Syed Arabi bin Syed Abdullah Idid**
9.30 AM	**Keynote speech** **"COVID19: Medical Vs Public Response" by Deputy Director General of Ministry of Health, YBhg. Datuk Dr Hishamshah Bin Mohd Ibrahim**
10.00 AM	**Plenary Session** **"The Post-pandemic State of Higher Education in ASEAN"**
11.45 AM	**PARALLEL SESSION 1**

	ROOM 1	ROOM 2
	Online Education	**Advertising and Strategic Communication**

TIME	PROGRAM
1.15 PM	**Lunch break**
2.30 PM	**PARALLEL SESSION 2**

	ROOM 1	ROOM 2
	Media and Digital Literacy	**Audience Analysis**

TIME	PROGRAM
DAY 2 (WEDNESDAY, 8 DECEMBER 2021)	
10.00 AM	**PARALLEL SESSION 3**

	ROOM 1	ROOM 2
	Media Reporting	**Media and Society**

TIME	PROGRAM
11.45 AM	**Closing Remarks by Dean of Abdulhamid Abusulayman, Kulliyyah of Islamic Revealed Knowledge and Human Science,** **Professor Dr. Shukran Abd. Rahman**
END OF CORENA21'	

List of Rooms and Zoom Links

ROOMS	LINKS
OPENING & CLOSING:	**Join Zoom Meeting** **https://iium.zoom.us/j/99129820774?pwd=QVBGZ0daVjgxZVV5N0szMnQzU29zQT09** **Meeting ID: 991 2982 0774** **Passcode: 117360**
1	**Join Zoom Meeting** **https://iium.zoom.us/j/99129820774?pwd=QVBGZ0daVjgxZVV5N0szMnQzU29zQT09** **Meeting ID: 991 2982 0774** **Passcode: 117360**
2	**Join Zoom Meeting** **https://iium.zoom.us/j/91056578225?pwd=MmJNQ3JFUElEYjB3NFF4UXpLYm82dz09** **Meeting ID: 910 5657 8225** **Passcode: 654499**

Keynote Speaker

"COVID19: Medical Vs Public Response"

YBhg. Datuk Dr Hishamshah Bin Mohd Ibrahim

Deputy Director-General of Health (Research & Technical Support)

Dr Hishamshah Ibrahim is currently the Deputy Director General of Health (Research and Technical Support) Ministry of Health, Malaysia. He is also a Senior Consultant Paediatrician and Consultant Paediatric Haematologist and Oncologist where his clinical responsibilities and research interest include childhood malignancies, stem cell transplantation, haematological disorders, and infections in the immunocompromised.

Plenary Session

The Post-pandemic State of Higher Learning Education in ASEAN

MODERATOR

ASSOCIATE PROF. DR. ZETI AZREEN AHMAD
Head, Department of Communication,
Abdulhamid Abusulayman
Kullliyyah of Islamic Revealed Knowledge and Human Sciences,
International Islamic University Malaysia.

SPEAKERS

ASSOCIATE PROF. DR. NORIHAN ABU HASSAN
Dean,
Centre for Communication, Teaching and Learning (CCTL),
Universiti Teknologi Brunei.

DR. SUMANA LAPAROJKIT
Dean,
Creative Media and Technologies,
Prince of Songkhla University International College.

DR. SISWANTO RAWALI,
Head,
Program Studi Ilmu Komunikasi,
Fakultas Ilmu Sosial dan Ilmu Politik,
Universitas Lambung Mangkurat.

DR. SHARIFAH NURUL HUDA ALKAFF
Program leader,
English Studies and Communication,
Faculty of Arts and Social Sciences,
Universiti Brunei Darussalam.

Day 1: List of Presentations

Day 1: 7 December 2021	
Sub-theme: Online Education **Time: 11.45 – 1.00 pm** **Moderator: Dr. Nerawi Sedu**	
No.	**Paper Title and Presenter**
1.	**ID: CORENA 002** **Virtual Focus Group: An Alternative Remote Assessment for Sensory Science Module in Food Science and Technology Degree Course** *Syazana Abdullah Lim* *Universiti Teknologi Brunei*
2.	**ID: CORENA 003** **Study From Home: Experience in Higher Education During COVID-19 Crisis** *Lim Suzylily* *Universiti Teknologi Brunei*
3.	**ID: CORENA 026** **The Mediating Effect of Behavior on Cyber Resilience towards Online Fraud Threats among IIUM Students** *Hafifah Jamalludin* *International Islamic University Malaysia*
4.	**ID: CORENA 016** **The Impact of Digital Literacy on the Educational Process** *Mohamad Ahmad Abdallah Abu Halka* *International Islamic University Malaysia*
5.	**ID: CORENA 024** **Understanding Academic Misconduct Among IIUM Students During the RTL Phase: The Role of Social Presence & Religiosity** *Tengku Siti Aisha* *International Islamic University Malaysia*
6.	**ID: CORENA 029** **#artcovidbn on Instagram: Capturing COVID-19's New Normal via Creative Artwork** *Siti Mazidah Mohamad* *Universiti Brunei Darussalam*

No.	Paper Title and Presenter
	Day 1: 7 December 2021
	Sub-theme: Advertising and Strategic Marketing **Time: 11.45 – 1.00 pm** **Moderator: Associate Prof. Dr. Aida Mokhtar**
1	**ID: CORENA 007** **Visual Communication Design of COVID-19 Public Service Ads: Content Analysis on billboard advertising media** *Atika Rusli* *Universitas Lambung Mangkurat*
2	**ID: CORENA 012** **A Semiotic Analysis of Brand Communication on Disability** **Inclusion: The Case of Malaysia And Us Brands** *Aida Mokhtar* *International Islamic University Malaysia*
3	**ID: CORENA 028** **COVID-19 Pandemic, Migrant Population and Vaccine Diplomacy** *AKM Ahsan Ullah* *Universiti Brunei Darussalam*
4	**ID: CORENA 009** **Students' Online self-directed Learning Practices in a Work-from-Home setting: A critical Systematic Review of Literature Sources** *Muhammad Khaliq Syafie Bin Md Don* *Universiti Teknologi Brunei*
5	**ID: CORENA 004** **Communication Network Analysis of #VaksinMerahPutih** **Conversation in Twitter** *Yuanita Setyastuti* *Universitas Lambung Mangkurat*

Day 1: 7 December 2021	
Sub-theme: Media and Digital Literacy Time: 2.30 pm – 4.00 pm Moderator: Dr. Nur Shakira Mohd Nasir	
No.	Paper Title and Presenter
1	ID: CORENA 008 Effects of Gender and Age on Dimensions of Digital Media Literacy among Children *Nur Shakira Mohd Nasir* *International Islamic University Malaysia*
2	ID: CORENA 014 An Investigation of Digital Literacy Awareness And Rise On The Use Of Digital Devices For Work And Study In Brunei *Malai Zeti* *Universiti Teknologi Brunei*
3	ID: CORENA 030 Assisting Urban Poor Students: Learning from the Experiences of Teachers in Selected Secondary Schools in Kuala Lumpur *Norbaiduri Ruslan* *International Islamic University Malaysia*
4	ID: CORENA 015 Factors Influencing e-Wallet Usage among Youths in Malaysia during COVID-19 Pandemic *Rizalawati Ismail* *International Islamic University Malaysia*
5	ID: CORENA 006 Indozone.Com Corruption Reporting Framing and The Implementation Of Cyber Code *Lalita Hanief* *Universitas Lambung Mangkurat*

Day 1: 7 December 2021	
Sub-theme: Audience Analysis **Time: 2.30 pm – 4.00 pm** **Moderator: Associate Prof. Dr. Aini Maznina A. Manaf**	
No.	**Paper Title and Presenter**
1	**ID: CORENA 005** **Korean Dramas and Urban Housewives In Indonesia: The Study Of Housewives Self-Presentation Strategies As Korean Dramas Fans On Social Media** *Novaria Maulina* *Universitas Lambung Mangkurat*
2	**ID: CORENA 018** **Understanding the Role of Family Communication in Managing Challenges of Working from Home among Female Academics during COVID-19 Pandemic** *Aini Maznina A. Manaf* *International Islamic University Malaysia*
3	**ID: CORENA 020** **Ghosts of Five 'Lanterns' on COVID-19 in Malaysia: Drama, Psychoanalysis and Phantasmagoria in the Smartphone** *Che Mahzan Ahmad* *International Islamic University Malaysia*
4	**ID: CORENA 017** **Social Media Influencers' Impact on Consumers' Songket Terengganu Sustainable Fashion Consumption** *Muhamad Fazil Ahmad* *Universiti Sultan Zainal Abidin*
5	**ID: CORENA 010** **Public Communication of The Indonesian Government In Providing Information On The Extension Of The PPKM Policy** *Astinana Yuliarti* *Universitas Lambung Mangkurat*

Day 2: List of Presentations

No.	Paper Title and Presenter
**Day 2: 8 December 2021**

Day 2: 8 December 2021

Sub-theme: Media Reporting
Time: 10.00 am – 11.30 am
Moderator: Dr. Shafizan Mohamed

No.	Paper Title and Presenter
1	ID: CORENA 013 Malaysian Newspaper: A Critical Discourse Analysis of News Headlines on Sheikh Jarrah Conflict *Mohd Helmi Yusoh* *International Islamic University Malaysia*
2	ID: CORENA 022 Communicating COVID-19 SOPs: How Berita Harian Maintains Its Social Media Presence in News Portal and Instagram *Wan Norshira Wan Ghazali* *International Islamic University Malaysia*
3	ID: CORENA 001 Framing COVID-19 and the Movement Control Order: Between Social Responsibility and Editorial Ideology *Shafizan Mohamed* *International Islamic University Malaysia*
4	ID: CORENA 011 Addressing Communication Strategy in Urban Areas for Women & Children: Rethinking Resolutions for Brunei's Domestic Violence Prevention During COVID-19 *Auji Haziqah Binti Hj Mustapa* *Universiti Teknologi Brunei*
5	ID: CORENA 025 Resilience in the Time of Pandemic: The Experience of Risk Group at Kuching Sarawak During Dispersal of COVID-19 Virus *Kamaruzzaman Abd. Manan* *Universiti Pendidikan Sultan Idris*

Day 2: 8 December 2021
Sub-theme: **Session: Media and Society** **Time: 10.00 am – 11.30 am** **Moderator: Associate Prof. Dr. Zeti Azreen Ahmad**

No.	Paper Title and Presenter
1	**ID: CORENA 023** **Fake News and Attitude Media Digital Users on COVID-19 Issues In Indonesia** *Eko Hero* *Universitas Islam Riau*
2	**ID: CORENA 027** **Away From Home Yet Not Away from Home: Social Media And The South Asian Diaspora In Brunei** *Asiyah az-Zahra Ahmad Kumpoh* *Universiti Brunei Darussalam*
3	**ID: CORENA 019** **Integrated Marketing Communication and Digital Innovation Technology In The New Norm: The Case Of Airbnb** *Aida Mokhtar* *International Islamic University Malaysia*
4	**ID: CORENA 031** **COVID-19: China's Response** *Zeti Azreen Ahmad* *International Islamic University Malaysia*
5	**ID: CORENA 021** **Reviewing the Adaptability of the E-Classroom Interactional Competence (CIC) Concept in Online Content-based Lessons in Brunei Higher Education Institution (HEI).** *Syahirah Suhaili* *Universiti Teknologi Brunei*

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List of Abstracts

CORENA 001:

FRAMING COVID-19 AND THE MOVEMENT CONTROL ORDER: BETWEEN SOCIAL RESPONSIBILITY AND EDITORIAL IDEOLOGY

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Kulliyyah of Islamic Revealed Knowledge and Human Sciences,
International Islamic University Malaysia (IIUM)

ABSTRACT:

Pandemics pose serious global threats. The consequences of a large-scale health crisis can be disastrous if they are not carefully contained. In times like these, the media plays an important role in educating the public and maintaining social order by covering both insightful and positive news. Using a framing theory perspective, this study examines media coverage of the COVID-19 health crisis in Malaysia during the country's Minimal Control Order (MCO) period. According to the findings of a content analysis of The Star Online (N=870) and Malaysiakini Bahasa (N=870), technical implementation of the Movement Control Order (MCO) and the economy dominated the news. Despite the similarities in the topics covered, the study discovered that when it came to framing the news, the government-friendly The Star was more optimistic about how the crisis is progressing than the more liberal Malaysiakini, implying that even during a pandemic, local newspapers couldn't stray too far from their political and ideological positions.

CORENA 002:

VIRTUAL FOCUS GROUP: AN ALTERNATIVE REMOTE ASSESSMENT FOR SENSORY SCIENCE MODULE IN FOOD SCIENCE AND TECHNOLOGY DEGREE COURSE

Syazana Abdullah Lim (syazana.lim@utb.edu.bn)
Lim Suzilily (lim.suzylily@pb.edu.bn)

Food Science and Technology,
School of Applied Sciences and Mathematics,
Universiti Teknologi Brunei

General Studies Division,
Politeknik Brunei

ABSTRACT:

Remote learning is a challenging task affecting food science courses and more so as the transition from a traditional classroom to online learning was abrupt due to global coronavirus disease (COVID-19) outbreak. With the closure of educational institutions as a measure to curb the spread of this disease, one of the greatest challenges is the absence of physical practical experience. This paper explores an alternative practical learning experience for a sensory science module for Food Science and Technology undergraduate course students during the COVID-19 pandemic. Asynchronous online mock focus groups are employed to replace a customary face-to-face sensory evaluation activity, which is normally carried out in a sensory analysis laboratory. The focus groups session is conducted online *via* Microsoft Team platform involving a moderator, an assistant moderator and a small number of students acting as participants to identify attributes of food samples that were provided prior to the online session. Students' perception on their satisfaction, learning experience and about the usefulness of online focus groups as a qualitative data collection method is analysed and reported.

CORENA 003:

STUDY FROM HOME: EXPERIENCE IN HIGHER EDUCATION DURING COVID-19 CRISIS

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Syazana Abdullah Lim (syazana.lim@utb.edu.bn)

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Politeknik Brunei

Food Science and Technology,
School of Applied Sciences and Mathematics,
Universiti Teknologi Brunei

ABSTRACT:

World Health Organization (WHO) has declared COVID-19, a new strain of coronavirus, as a worldwide pandemic in March 2020. Many countries are affected by the global crisis leading to temporary closure of schools and higher institutions, affecting the progress of the United Nations fourth Sustainable Development Goal (SDG4). This research reports on the perceptions and experience of higher education students using online platform as a new learning environment amid the COVID-19 crisis and its link to SDG4's targets. Using mixed methods, the study was administered to students taking Communication Skills module in one of the higher education institutions in Brunei Darussalam to find out the students' online learning experience. The research explored three main areas of discussion: perceived ease of use, collaboration and communication and also, self-efficacy. Each of the areas are then linked to the targets of SDG4 and how they influence the development of SDG4 during the pandemic. The results revealed that although the chosen methods of learning were easy to use, there were still concerns with internet connectivity. The outcome of this work shows the importance of technology in a frantic search of options to continue lessons from home and the information gained in this research can be helpful in developing strategies in incorporating technology in teaching and learning.

CORENA 004:

COMMUNICATION NETWORK ANALYSIS OF #VAKSINMERAHPUTIH CONVERSATION IN TWITTER

Yuanita Setyastuti (yuanita_setyastuti@ulm.ac.id)

Universitas Lambung Mangkurat

ABSTRACT:

People campaigned for the #VaksinMerahPutih hashtag on Twitter, arguing that the government did not provide full support, especially regarding funding for the vaccine initiated by the 6 research institutions. In fact, the government and epidemiologists admit that scientific procedures are carried out correctly. Besides that, there are still many people who do not know about this vaccine, it is shown by LIPI's research results that the popularity of Merah Putih vaccine is still far below the Nusantara vaccine, which has not passed Clinical Trial I by BPOM. The campaign on Twitter was quite successful in trending #VaksinMerahPutih to become the 1st trending on Twitter with a total of 43.6K tweets on September 6, 2021. The purpose of this study was to determine the conversation and communication network on the hashtag #VaksinMerahPutih on Twitter, and to find out the role of actors.

This study uses the Social Network Analysis Method with the Netlytic. com to find an actor of networking and its communication role. The results of this research show that there are 5 main networks (clicks) with their respective network members. At the actor level, 5 accounts are considered as a popular actor. There are 1 account intermediary relations on this network that can connect one account to another to communicate with each other. The analysis of the roles of the actors shows that there are 5 actors who act as gatekeepers in their network.

CORENA 005:

KOREAN DRAMAS AND URBAN HOUSEWIVES IN INDONESIA: THE STUDY OF HOUSEWIVES SELF-PRESENTATION STRATEGIES AS KOREAN DRAMAS FANS ON SOCIAL MEDIA

Novaria Maulina (novaria_maulina@ulm.ac.id)
Yuyun Wahyu Izzati Surya
Igak Satrya Wibawa

Universitas Airlangga

ABSTRACT:

Female fans are often identified with madness and excessive emotional expression on their idols (Bieniek, 2015) so that most female fans use self-presentation strategies in displaying their passion for everyday social life and social media with their own goals and motives. Self-presentation strategies are defined as behaviors that are shaped by actors to create a certain impression on others based on the actor's motives (Jones and Pittman, 2008).

This study aims to explore how housewives use self-presentation strategies as Korean dramas fans on social media and the motives behind it in terms of the theory of self-presentation strategies and the attribution taxonomy of self-presentation proposed by Jones and Pittman (1982).

The research method used was qualitative with a phenomenological approach. The informants of this study were 11 housewives who lived in an Indonesian big city and were Korean dramas fans with the loyal audience category (Jenkins, 2006). From the research results, it was known that in terms of the attribution taxonomy of self-presentation proposed by Jones and Pittman (1982) the strategies used by the informants were Ingratiation and Exemplification. The choice of self-presentation strategy by informants as actors who presented themselves on social media was based on morality motives and self-image as a daughter-in-law, mother, and adult woman.

CORENA 006:

INDOZONE.COM CORRUPTION REPORTING FRAMING AND THE IMPLEMENTATION OF CYBER CODE

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Universitas Lambung Mangkurat

ABSTRACT:

The corruption case in Indonesia is still a big problem that results in huge losses for the country and the people, even during the COVID-19 pandemic, corruption still occurs among state officials. INDOZONE.COM as one of the national online media portals has also reported on corruption cases. The purpose of this study is to find out INDOZONE.COM's framing in reporting corruption. The research method used is qualitative with an interpretive research type. Researchers took a sample of 6 (six) corruption news in August 2021. Data collection techniques used documentation, interviews, and literature studies. INDOZONE.COM does something different by using the diction of gangsters, thieves, and thieves for corruptors. News published through online media should ideally comply with the cyber code of ethics that applies in Indonesia. INDOZONE.COM fulfills the part of Robert Etman's framing model which includes Define Problems, Diagnose Causes, Make Moral Judgment and Treatment Recommendation. INDOZONE.COM's corruption news describes the incident by fulfilling the 5 W + 1 H elements, covering both sides, and not violating the Cyber Code of Ethics.

CORENA 007:

VISUAL COMMUNICATION DESIGN OF COVID-19 PUBLIC SERVICE ADS: CONTENT ANALYSIS ON BILLBOARD ADVERTISING MEDIA

Atika Rusli (atika_rusli@ulm.ac.id)

Communication Science Department,
Universitas Lambung Mangkurat

ABSTRACT:

Advertising media is increasingly diverse where the presence of new media does not make advertisers leave conventional media. Outdoor advertising media, especially billboards continue to exist with a variety of displays, including in displaying messages about COVID-19. The study aims to analyze the elements of visual communication design and public service advertising messages related to COVID-19 through billboard media. The research population was a billboard advertisement about COVID-19 in southern Kalimantan. The number of samples was 59 billboards that determined by cluster sampling technique. The results showed that the design elements in public service advertising about COVID-19 through billboard media use typographic elements, symbolism, illustration, colour, and photography. In the case of an element of photography, it is dominated by using photos of regional heads or heads of government institutions. It is proven that 90% of billboards using the regional heads' photos in delivering messages about COVID-19. The theme of the advertisement message is dominated by a suggestion theme that is reached 96.61%. Refers to billboard characteristic that short viewing of duration, there are still 13.56% of billboards that display messages with more than 8 messages per billboard.

CORENA 008:

EFFECTS OF GENDER AND AGE ON DIMENSIONS OF DIGITAL MEDIA LITERACY AMONG CHILDREN

Nur Shakira Mohd Nasir (shakira@iium.edu.my)
Saodah Wok (wsaodah@iium.edu.my)
Shafizan Mohamed (shafizan@iium.edu.my)
Wan Norshira Wan Mohd Ghazali (wannorshira@iium.edu.my)

Department of Communication,
Kulliyyah of Islamic Revealed Knowledge and Human Sciences,
International Islamic University Malaysia (IIUM)

ABSTRACT:

This paper aims at exploring the possible effects of gender and age on dimensions of media literacy translated in terms of skills. The five dimensions of digital media literacy are: (a) informational and operational skills, (b) safety and security skills, (c) communication and participation skills, (d) content creation and innovation skills, and (e) problem solving skills. As such, this paper tries to find out the differences within gender and within age besides the interaction effect of gender and age on the aforementioned skills. A digital competence theory is used as the guide for the study. A total of 308 children who participated were obtained through telephone interviews and captured in the Google Form developed based on the questionnaire. The children were sampled from those living in the three identified Pusat Perumahan Rakyat (PPR). Results show that there is a significant difference between male and female on only problem solving skills of the digital media literacy. However, there are differences between the age groups for all the dimensions of digital media literacy where the oldest group performed better than the middle group and the youngest group. With the help of the General Linear Model Analysis, the main and the interaction effects were performed simultaneously. But, there is no interaction effect for all the dimensions of digital media literacy. Hence, the digital competence theory is partially supported. Suggestions for future research are put forth.

CORENA 009:

STUDENTS' ONLINE SELF-DIRECTED LEARNING PRACTICES IN A WORK-FROM-HOME SETTING: A CRITICAL SYSTEMATIC REVIEW OF LITERATURE SOURCES

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ABSTRACT:

The COVID-19 pandemic has remained a powerful trigger of instability and complexity in student learning. Virtual/online learning, an inevitable alternative platform that underpins students' self-directed learning has reaped broad, divergent, and contradicting views. Thus, this paper aims to conduct a systematic review of published resources on student learning such as but not limited to anticipated initiatives and reflective actions while students accomplish their learning tasks online in a work-from-home setting during the pandemic times. The focus is on business and accounting education primarily as recent literature reveals that the use of artificial intelligence in accounting job and finance management during the pandemic is increasing drastically where it is seen as an opportunity for a more robust task outcome. Potentially in the future, this will be able to cause a decrease in employees in the business and accounting sector and can even cause business and accounting studies to extinct with the advancement and facilities of technology that are increasingly sustainable. A transparent research of applicable studies over multiple data bases and grey literature sources comprised the pool of materials and to be narrowed down through systematic review of the evidence (meta-analysis). The current pandemic crisis has caused education to rethink focus and strategy for all the stakeholders of higher education institutions. The literatures offer a distinctive viewpoint towards the core of education and how the COVID-19 pandemic has impacted the students. This paper is a compilation of insights of the underlying key issues and challenges affecting students' learning during the COVID-19 pandemic. Looking forward, the key lessons from the COVID-19 pandemic is ensuring the education sector and students in particular are better prepared to the new norm, virtual/online learning.

CORENA 010:

PUBLIC COMMUNICATION OF THE INDONESIAN GOVERNMENT IN PROVIDING INFORMATION ON THE EXTENSION OF THE PPKM POLICY

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ABSTRACT:

Indonesia is a country with a high transmission rate and mortality rate for COVID-19 patients in 2021. Based on data as of July 2021, the death rate for patients indicated for COVID-19 rose by almost 350% from the previous year. The Indonesian government adopted the PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat/Implementation of Restriction on Community Activities) policy to control the transmission of the virus. This study was conducted to see how the public communication carried out by the Government of Indonesia in providing information related to the extension of the PPKM Policy Implementation in Indonesia. In this context, the provision made by government elements is related to PPKM policy designs which make the media an effective bridge to convey information. This research was conducted through a qualitative-descriptive approach, focusing on earning news information in online media as a source of data in research. The study results show that government policies by providing information related to PPKM policies are significant in the community, especially community mobilization activities during the COVID-19 pandemic. Still, there are different responses in the community regarding the government's decision not to provide PPKM information at once but always was extended every two weeks, which according to the community, seemed to be done on purpose.

CORENA 011:

ADDRESSING COMMUNICATION STRATEGY IN URBAN AREAS FOR WOMEN & CHILDREN: RETHINKING RESOLUTIONS FOR BRUNEI'S DOMESTIC VIOLENCE PREVENTION DURING COVID-19

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ABSTRACT:

The research evaluates the occurrences of domestic violence in Brunei during the COVID-19 lockdown. Results of studies have shown that domestic violence could impact a household for a long-term consequence. Regrettably, with the current partial lockdown, victims are trapped and isolated from resources that could help them. Not only, it has brought more terror and uncertainties with their life, this also gives them a little chance towards liberty. Whereas, perpetrators, they can be more unpredictable and tense than usual since their movements are restricted too. The objective of this paper is to discover the harsh truth of mistreatments at home and proposing ways to help them. This paper also discusses the different types of abuse at home; for instance; verbal and non-verbal abuse such as deterioration of mental health, violence (injuries), sexual abuse (traumatic) etc. On top of that, this paper explored the conditions that enhance a woman's and children's risk of becoming victims of domestic abuse, as well as the terminology and worldwide extent of domestic violence. Poverty and unemployment are two of these concerns, and so is drug and alcohol addiction. It is hoped that this study will educate readers about the causes of domestic violence and its effects on the victim, including family, and community.

CORENA 012:

A SEMIOTIC ANALYSIS OF BRAND COMMUNICATION ON DISABILITY INCLUSION: THE CASE OF MALAYSIA AND US BRANDS

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ABSTRACT:

It is our moral obligation to include persons with disabilities (PwDs) in society and brands can play their role by promoting the universal ideal of disability inclusion. This study was borne out of the intrigue in understanding how images in brand communication have been incorporating disability inclusion. Brand messages are ubiquitous and powerful as they can set the agenda on disability inclusion by giving it appropriate prominence. The proposed multiple case study will examine brand communication from ten brands each originating from Malaysia and the United States. The criteria used to select the brands will be those that are strong as confirmed by the industry in the case of Malaysian brands and the highly indexed brands deemed by the Disability Equality Index (DEI) for US brands. Saussure's model of semiotic analysis will be used to examine the brand messages in terms of their communication on disability inclusion using Harlan Hahn's framework on disability representation through advertising. The model of semiotics to be adopted is broken into components such as sign, signifier and signified thus providing us with an insight to the sign in the form of websites by brands, the dominant symbols (signifier) and the interpretations of these symbols (signified). Appropriateness of the representation on disability inclusion through the brand messages will be examined as determined by Hahn.

CORENA 013:

MALAYSIAN NEWSPAPER: A CRITICAL DISCOURSE ANALYSIS OF NEWS HEADLINES ON SHEIKH JARRAH CONFLICT

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ABSTRACT:

This study explores Malaysian newspaper headlines on the Sheikh Jarrah conflict from a Critical Discourse Analysis (CDA) perspective. The Sheikh jarrah conflict is the latest incident that has reignited the long-standing dispute between Palestinians and Israelis. This incident has received immense coverage in the media around the world including the Malaysian newspapers. The Malaysian government has taken a firm stand on this conflict by criticizing the Israeli attack on the Palestinians. Therefore, this study aims to look at how Malaysian online newspapers portray this conflict through their news headlines. 80 news headlines from 2 online newspapers have been selected through purposive sampling technique, namely The Stars online newspaper and Berita Harian online newspaper. The selected news headlines then have been analysed through a qualitative approach with Fairclough's Critical Discourse Analysis as the theoretical framework. The study found that there are no significant differences between these two newspapers in the way they constructed their news headlines. Furthermore, these newspapers seemingly have the same political stand with the Malaysian government in this conflict. This finding may provide new input for future Malaysian media content-based research that focuses on this conflict.

CORENA 014:

AN INVESTIGATION OF DIGITAL LITERACY AWARENESS AND RISE ON THE USE OF DIGITAL DEVICES FOR WORK AND STUDY IN BRUNEI

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ABSTRACT:

It is our moral obligation to include persons with disabilities (PwDs) in society and brands can play their role by promoting the universal ideal of disability inclusion. This study was borne out of the intrigue in understanding how images in brand communication have been incorporating disability inclusion. Brand messages are ubiquitous and powerful as they can set the agenda on disability inclusion by giving it appropriate prominence. The proposed multiple case study will examine brand communication from ten brands each originating from Malaysia and the United States. The criteria used to select the brands will be those that are strong as confirmed by the industry in the case of Malaysian brands and the highly indexed brands deemed by the Disability Equality Index (DEI) for US brands. Saussure's model of semiotic analysis will be used to examine the brand messages in terms of their communication on disability inclusion using Harlan Hahn's framework on disability representation through advertising. The model of semiotics to be adopted is broken into components such as sign, signifier and signified thus providing us with an insight to the sign in the form of websites by brands, the dominant symbols (signifier) and the interpretations of these symbols (signified). Appropriateness of the representation on disability inclusion through the brand messages will be examined as determined by Hahn.

CORENA 015:

FACTORS INFLUENCING E-WALLET USAGE AMONG YOUTHS IN MALAYSIA DURING COVID-19 PANDEMIC

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ABSTRACT:

During the COVID-19 pandemic, e-Wallet is widely used to do payment online to avoid close physical contacts. As such, this study aims to determine the following information during the pandemic: (a) the levels of knowledge, perception, attitude, motives, readiness, and competency in using e-Wallet among youths; (b) the level of usage of e-Wallet among youths; (c) the relationship between knowledge, perception, attitude, motives, readiness, competency, and usage of e-Wallet among youths during COVID-19 pandemic; and (d) the factors influencing the usage of e-Wallet among youths during COVID-19 pandemic. A learning theory on online technology is used to guide the study. A total of 243 youths in Malaysia participated in the study where questionnaire was uploaded via a Google Form using an online survey. Results indicate that youths have high levels of knowledge, perception, attitude, motives, readiness, competency, and usage of e-Wallet during COVID-19 pandemic. Positive and significant relationships exist between knowledge, perception, attitude, motives, readiness, and competency with usage of e-Wallet. The factors that significantly influence usage of e-Wallet among youths are attitude, perception, and knowledge. Hence, learning theory on online technology partially holds true for the study. Suggestions for future research are put forth.

CORENA 016:

THE IMPACT OF DIGITAL LITERACY ON THE EDUCATIONAL PROCESS

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ABSTRACT:

In light of COVID-19, the educational process and its institutions entered a frantic race in their attempts to reach the best educational systems. Hence some have adopted the idea that investing technology - through digital education in the educational process - is positively reflected on the educational environment with all its components, starting with the nature of the educational curricula, and moving on to the teacher, who has become in need of owning new educational tools in line with this development, down to the students. who are at the centre of the educational process. While some have blamed this technology for draining students' time on distractions that divert them from the path of scientific progress, as a result of the misuse of this technology, and even went beyond that description to call digital development a tool that made students lazy and affected their intellectual structure and their mental and cognitive skills. This research attempts to answer the following question: What is the impact of digital education on the educational process? What are the obstacles facing the educational process resulting from digital education? What is the importance of investing in digital education in the educational process?

SOCIAL MEDIA INFLUENCERS' IMPACT ON CONSUMERS' SONGKET TERENGGANU SUSTAINABLE FASHION CONSUMPTION

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ABSTRACT:

Modern consumers' purchase patterns are being shaped by the growing knowledge of sustainability. However, due to customer demand for fast-paced trend cycles, the Songket Terengganu fashion business is encountering hurdles in adapting to more sustainable techniques. When it comes to fashion, this could be due to customers being more influenced by social factors than by environmental factors. Furthermore, digital-platform-based social media influencers have proven to be distinct drivers of social characteristics such as trends and standards. This shows that influencers have the power to change Songket Terengganu fashion consumption among consumers, perhaps influencing more sustainable purchase patterns. This research looks at the domains of influencer marketing and sustainable consumption in order to have a better knowledge of how influencer marketing affects consumers' sustainable consumption habits. This study employed a qualitative approach, focusing on the post-millennial generation from the standpoint of a consumer. Five focus groups with a total of 28 participants were held. Social media influencers were found to be a complicated driver of post-millennials' sustainable Songket Terengganu fashion consumption, according to the research. Knowledge, social influence, responsibility, and credibility were recognized as four factors that lead to a better understanding of influencers' involvement in influencing sustainable Songket Terengganu fashion consumption behavior. This study adds to our understanding of a little-studied topic that is arguably important to businesses, social media influencers, and society.

CORENA 018:

UNDERSTANDING THE ROLE OF FAMILY COMMUNICATION IN MANAGING CHALLENGES OF WORKING FROM HOME AMONG FEMALE ACADEMICS DURING COVID-19 PANDEMIC

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ABSTRACT:

The contagious nature of coronavirus pandemic has forced many countries to instruct their employees to work from home (WFH), a quick measure to curb the infection, and in turn, flatten the curve of the virus spread. In education field, while some employees may perceive WFH as opportunities for better performance, it poses challenges to married female academics in balancing the time between family and work responsibilities. Difficulties in managing high demand of work expectations and ineffective family communication while WFH may deteriorate family relationships, hence causing family conflict and divorce. Guided by the theory of resilience and relational load (TRRL), this research is aimed at investigating challenges that female academics faced when working from home and understanding their family communication pattern in managing work-life conflict of WFH. Using semi-structured interviews with female academics who had WFH experiences, this study discovered that despite WFH is already in practice for more than a year, many working women are still struggling to manage work challenges and family life concurrently.

CORENA 019:

INTEGRATED MARKETING COMMUNICATION AND DIGITAL INNOVATION TECHNOLOGY IN THE NEW NORM: THE CASE OF AIRBNB

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ABSTRACT:

The digital era has revolutionized the way businesses are conducted. The COVID-19 pandemic has served as a catalyst for the embrace of new business models and digital integrated marketing communication in the new norm. These new business models that have provided competition to traditional businesses that refuse to pivot with the times. The theory of disruptive innovation technology by late Harvard Professor Christensen espouses the idea of innovation driven growth by having businesses embrace the attributes of simplicity, convenience, accessibility, and affordability in a market where the status quo is complexity and high cost. Airbnb is an American company that offers homestays for vacation rentals that also operates in Malaysia and is a product of disruptive innovation because it started as a low-cost product for prudent customers through the simple rental of homestays that grew rapidly through the electronic marketplace platform and IMC campaign. It provides alternative places to stay in place of hotels through its competitive prices and accommodation with a homely feeling globally. The proposed case study will examine the IMC campaign of Airbnb as a product of disruptive innovation framed by the theory of disruptive innovation technology adapted to befit the IMC perspective. There is intrigue as to how Airbnb carries out its IMC campaign primarily in terms of strategy, content and media dimensions to provide it with a competitive advantage that puts it at the forefront of the competition.

CORENA 020:

GHOSTS OF GOTHIC 'LANTERNS' AND COVID-19; DRAMA, PSYCHOANALYSIS AND PHANTASMAGORIA IN MY SMARTPHONE: A REFLEXIVITY

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ABSTRACT:

This work is arising of ideas drawn upon Aragno's model of communication. The model posits that communication as a form of knowledge is based upon biopsychological element, namely affection. Recently, the notion of affection as new epistemology in communication studies had been acknowledged. In a similar vein, suggestion that psychoanalysis may enrich understanding on human experience in relation to media is reverberating. Indeed, on that basis the psychoanalytic theory of communication is goodly alive. In light of the above, this work construed COVID-19 as/is the (psychoanalytical) ghost that haunts the (physical/virtual) world. The ghost is a mystery and its whereabout is widely captured in the social media by WhatsApp's communities, and yet it is more a guess work in the darkness. In that environment COVID-19 is becoming a ghost that morphed into a Gothic agent with darkness as the essence of its life. The researcher smartphone is analogically the Gothic theatre aka the ethnographic field where performing the digital happened, and inside that universe, darkness and 'lanterns' produce/create ghosts with a phantasmagoric effect/affect among participants. For this engagement, phantasmagoria of five clusters of participants is being investigated, namely the 'heaven' people, the ordinary 'rakyat' (citizen), the frontliners aka the knowlegeables, the 'holy men' and the 'dark participants. Simply, for illumination, phantasmagoric ideas on horror, anxiety, fear, dreams, fantasies over the seen/produced ghosts are 'recovered' from various conversations aka messages in the WhatsApp's. Those messages are/as a kind of performative drama in the dark. This writing is a work of reflexivity whereby ways of seeing of the researcher as the knowledge producer affect/effect understandings on the research process. Accordingly, this is an engagement that appreciates and celebrates metaphorization in its context as a hole in the wall of understanding. Methodologically, my-person approach that celebrates reflexivity is central in the knowledge production.

CORENA 021:

REVIEWING THE ADAPTABILITY OF THE E-CLASSROOM INTERACTIONAL COMPETENCE (CIC) CONCEPT IN ONLINE CONTENT-BASED LESSONS IN BRUNEI HIGHER EDUCATION INSTITUTION (HEI)

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ABSTRACT:

In the face of the current situation of COVID-19 in Brunei Darussalam, schools are forced to abandon face-to-face (F2F) learning for online classes through platforms such as Zoom and Microsoft Teams. However, teachers are faced with a situation where competence in the use of technology, online environment management, and the online Classroom Interactional Competence (CIC) are vital (see Moorhouse, Li, and Walsh, 2021). The concept of CIC placed language in interaction as the central part of teaching and learning by determining the teachers' and students' ability to use language as a tool to assist and mediate learning (see Walsh, 2006, 2011). The Self-Evaluation of Teacher Talk (SETT) framework was introduced by Walsh as a way to develop teachers' and learners' CIC especially in the language classroom where "discourse is taught through discourse" (2011: p.19). Adopting the concept of CIC to online content-based lessons requires an adjustment in the interactional features of the SETT framework in correspond with the relevant pedagogical goals and the competence surrounding online lessons. Despite the assimilation of language learning in content-based classrooms such as the Content and Language Integrated Learning (CLIL), some studies have identified the need to ensure the quality of learning through CIC. Therefore, this paper seeks to answer the question on the adaptability of CIC in online content-based lessons by reviewing relevant literature on the concept of CIC in CLIL for the development of quality online education in Brunei's higher education institution (HEI).

CORENA 022:

COMMUNICATING COVID-19 SOPs: HOW BERITA HARIAN MAINTAINS ITS SOCIAL MEDIA PRESENCE IN NEWS PORTAL AND INSTAGRAM

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ABSTRACT:

The Movement Control Order (MCO) was implemented on March 13, 2020, due to the spread of the COVID-19 virus in Malaysia. Media played a vital role in disseminating information on the new restrictions as knowledge about COVID-19 among the public was still limited. All relevant channels including social media were utilised to disseminate information related to standard operating procedures (SOPs) to contain its spread. This study chose Berita Harian, a Malay language newspaper, and examined its news portal and Instagram posts from March 13 until December 2020 to explore the dissemination of SOPs messages issued by the National Security Council (NSC). Quantitative content analysis was used to explore the portrayal of COVID-19 SOPs using message styles and interactive elements. Results revealed that the Berita Harian news portal placed greater importance on text and non-narrative news reporting to educate and influence the public about the rules related to SOPs. While on Instagram, videos were dominant as they are visually more attractive and engaging, at the same time, narrative in nature. This study concluded that the discussion of framing can be extended by emphasising the interactive elements explored in this study as the aspects of coverage that can contribute to the way an issue is framed.

CORENA 023:

FAKE NEWS AND ATTITUDE MEDIA DIGITAL USERS ON COVID 19 ISSUES IN INDONESIA

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ABSTRACT:

The background is because the Ministry of Information and Communication of the Republic of Indonesia has released 232 pieces of fake news that are spread. This caused a commotion, panic, and fear in the community. For this reason, this study aims to identify exactly the extent of the influence of fake coronavirus news on the attitude of new media users amid the spread of fake news viruses in Indonesia. In order to see the attitude of new media users, the S-O-R theory has been used against 153 respondents who were randomly selected for whoever was found. Quantitative methods were analyzed using a regression model by distributing questionnaires to questions and qualitative methods through in-depth interviews. The results of the study through the regression model show that the significance value between False News and user attitudes is low, the proof (ClickBit - Cognitive: 0.67, Clickbait - Affective: 0.522, ClickBit Conative: 0.217), (Propaganda - Cognitive: 0.73, Propaganda - Affective: 0.546 , Propaganda - Conative: 0.307) (Opinion - Cognitive: 0.026, Opinion - Affective: 0.18, Opinion - Conative: 0.984) and (Humor - Cognitive: 0.525, Humor - Affective: 0.913, Humor - Conative: 0.277) Results of qualitative studies are also indicates that the false news received by the respondent does not have the value of interest to be redistributed. Except for fake news (humor) which is redistributed as far as an exclamation, in their social media application group

CORENA 024:

UNDERSTANDING ACADEMIC MISCONDUCT AMONG IIUM STUDENTS DURING THE RTL PHASE: THE ROLE OF SOCIAL PRESENCE & RELIGIOSITY

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ABSTRACT:

The COVID-19 pandemic has necessitated online teaching and learning in higher educational institutions due to concerns with social distancing and mandated quarantines. In situations rife with academic uncertainties, both faculty and students have had to adjust to learning online due to this new norm. Part of the challenges of online teaching and learning is in dealing with academic misconduct online, which can be more cumbersome to manage as compared to face-to-face proctoring of examinations and assessments. Students may also be tempted to engage in online academic misconduct, due to the lack of face-to-face interactions and reduced monitoring by instructors. However, scholars have established that computer mediated communication interactions can be just as fruitful and effective as face-to-face interactions, provided social presence is maintained. Social presence is the degree to which a person is perceived as 'real and present' in the online environment (Short et al., 1976). Accordingly, the present study aims to examine the mediating role of social presence in influencing the likelihood of engaging in academic misconduct in online classes. This study also aimed to identify if academic misconduct varies across faculty, CGPA and frequency of using technological platforms in online teaching and learning. Additionally, this study also seeks to establish the relationship between religiosity and academic misconduct. A cross-sectional survey constructed using Google form was distributed among IIUM students from March to May 2021 (N = 470). Findings indicate that social presence did play an important role in deterring students from engaging in academic misconduct in online classes. Religiosity also negatively predicted frequency of engaging in academic misconduct. The repercussion of these findings on the social presence theory, as well as factors that may influence online academic misconduct will also be discussed.

CORENA 025:

RESILIENCE IN THE TIME OF PANDEMIC: THE EXPERIENCE OF RISK GROUP AT KUCHING SARAWAK DURING DISPERSAL OF COVID-19 VIRUS

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ABSTRACT:

As a result of the COVID-19, there has been a significant interference in nearly all human life aspects. Notably, this disruption occurred instantaneous, requiring people to demonstrate noteworthy adaptability and resiliency. People of different health conditions and ages are experiencing its effect in different ways.

The objective of this study was to describe the experience of the risk group in Kuching, Sarawak, during the dispersal of the COVID-19 virus, particularly in understanding the factors that may influence or predict their resiliency. The Google form questionnaire was distributed to the target group through WhatsApp and social media accounts (Facebook and Instagram). Respondents were also encouraged to share the questionnaire with their friends or families residing in Kuching.

The results obtained show that knowledge, family support, media exposure and optimistic thinking significantly correlate with behaviour intention and resilience of the risk group. It also revealed that the behaviour intention is influenced or predicted by knowledge, media exposure and optimistic thinking. Thus, optimistic thinking is the best predictor for the behaviour intention of the risk group. The results also confirmed that behaviour intention fully mediates the relationship between knowledge, family support, media exposure, optimistic thinking and resilience. Henceforth, it denotes that the risk group in Kuching can protect themselves and family members from the COVID-19 virus, even they are from the high-risk group.

The quantitative evidence for Resilience Theory is provided and enables some practical implications for helping risk groups protect their health during a pandemic. Critically, these findings can inform relevant authorities' interventions supporting individuals by strengthening factors associated with resilience.

CORENA 026:

MEDIATING EFFECT OF BEHAVIOR ON CYBER RESILIENCE TOWARDS ONLINE FRAUD THREATS AMONG IIUM STUDENTS

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ABSTRACT:

Cyber resilience describes the positive attitude and behaviour in facing online fraud threats created by the perpetrators. As perpetrators continues to become more sophisticated, the users of online platforms have to practice a safe online computing in their daily life. Younger generation, specifically, students are the most vulnerable groups since they are active users of the online platforms. They use it for their academic purposes and daily activities like using iCloud to store their information as well as online payment transactions. Therefore, having cyber resilience helps them familiar with the safety techniques to safeguard their personal information. As such, this study utilizes social exchange theory (SET), to explain the mediating effect of behavior on cyber resilience towards online fraud threats among International Islamic University Malaysia (IIUM) students. SET helps to find the reciprocal relationship between attitude and behviour on the cyber resilience to counter online fraud threat. The postulated conceptual framework assumes that students with extra knowledge on cyber-security helps them to develop cyber resilience towards online fraud threats. This study employs a quantitative research design using the survey method with a questionnaire as an instrument for data collection. Using stratified random sampling, a total of 269 undergraduate students from seven Kulliyyah participated in this study. The results show that cyber resilience is significantly correlated with attitude and behavior towards online fraud threats. Behavior is found to be partially mediate the relationship of attitude and cyber resilience towards online fraud threats. Thus, SET is supported for the study.

CORENA 027:

AWAY FROM HOME YET NOT AWAY FROM HOME: SOCIAL MEDIA AND THE SOUTH ASIAN DIASPORA IN BRUNEI

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ABSTRACT:

This qualitative study investigates the life experiences of the South Asian diasporas during the outbreak of the first wave of the COVID-19 pandemic in Brunei Darussalam. Through in-depth interviews with South Asians in elementary employments, and sales and services sectors in the country, the findings of the study point that there was an increasing appreciation of digital technology among the respondents. They reported that they utilised social media and digital platforms such as Facebook, YouTube and Whatsapp more frequently to keep them up to date with latest news on the COVID-19 outbreak in their home countries. As a result, they increasingly became the trusted news source for their families as they relayed both audio and visual information they gathered from social media and digital platforms to the latter. Accordingly, such digitally enhanced connectivity with their families allows the respondents to be "at home" while being away from home. This study also demonstrates that, by diluting their physical absence through digital engagement, they effectively alleviated their families' vulnerability during the challenging times, and at the same time, continuing to exercise and strengthen paternal authority in their family

CORENA 028:

COVID-19 PANDEMIC, MIGRANT POPULATION AND VACCINE DIPLOMACY

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ABSTRACT:

COVID-19 knows no national borders nor does it discriminate anyone based on migration status. The COVID-19 affected the racial minorities and the migrant population disproportionately. Vaccine manufacturing and export remained under the behest of a handful of countries that developed it, which resulted in deep inequity in the global rollout. Unfortunately, no matter how deep is this crisis, vaccine and its production, marketing and distribution have been politicized driven by the hegemonic aspiration. Both manufacturing and import dependent countries are racing to win a diplomatic battle: the former has to win to gain hegemony and the latter to get the vaccine. The vaccine distribution has been marked with deep discrimination and are less likely to get their vaccine on time. This talk engages in the decades-long debate over intellectual property rights and patenting life-saving vaccines. Pandemics are global health crises. Hence, the calls for patent waiver for COVID-19 vaccine may help countries to have access to the vaccine. I argue that exemption of COVID-19 vaccines from intellectual property rights would improve global access and equity.

CORENA 029:

#ARTCOVIDBN ON INSTAGRAM: CAPTURING COVID-19'S NEW NORMAL VIA CREATIVE ARTWORK

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ABSTRACT:

Social media sites have become the window to the local and global societies' everyday experiences, adaptation, and management of the new normal during the COVID-19 pandemic. Creative communities are among these social media sites where users express their feelings, perspectives, and concerns via their creative artwork during this period. This chapter demonstrates the local creative contents tagged with #artcovidbn produced and circulated on Instagram that capture individual experiences, collective struggles and lived experiences of the public in Brunei Darussalam during the pandemic. While offering insights into the current situation at the micro-scale, the three pandemic phases—familiarization of the new normal, managing and coping with the new normal, and normalizing the new normal—capture the progression of COVID-19 and the implications of the pandemic in Brunei Darussalam. Furthermore, the local creative artwork could offer a glimpse of the global geographies of COVID-19.

CORENA 030:

ASSISTING URBAN POOR STUDENTS: LEARNING FROM THE EXPERIENCES OF TEACHERS IN SELECTED SECONDARY SCHOOLS IN KUALA LUMPUR

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ABSTRACT:

There are several assistance programmes offered to urban poor students in Malaysia's public secondary schools. This paper focuses on how selected schools in the city of Kuala Lumpur help students from families of the urban poor. Through semi-structured interviews, the study examined the experiences of 14 teachers from KL schools with a high percentage of poor students. The teachers were interviewed about their experiences with urban poor students and the type of assistance made available to this group at their schools. The interview data were analysed and coded using structural coding. The findings show urban poor students to be largely affected by their socioeconomic situation, which in turn affects their behaviour and attitude towards learning. Two types of assistance were discussed, i.e., the school-level and personal level assistance which the teachers themselves extend to the students. These are initiatives taken by the teachers in their capacity. The findings also uncovered hindering factors in distributing assistance to the students, such as parents' lack of support and the students' reluctance to be identified as needing help. Each of the assistance programmes, including those provided by the government and external private bodies, has its specific advantages and challenges, which could be further improved upon in the future. This paper concludes by outlining the theoretical and practical implications of the findings.

CORENA 031:

COVID-19: CHINA'S RESPONSE

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ABSTRACT:

COVID-19 outbreak started in China earlier than any country in the world. China has conducted an effective crisis management strategy to efficiently restrict and further control the transmission of COVID-19 in the country. In order to limit the spread of infection, the Chinese government adopted innovative, specialized, and advanced information systems. In this process, the strategic crisis management plan of the Chinese Communist Party, together with the cooperation among different levels and departments within the Chinese government has finally helped it overcome the crisis brought by the pandemic. This paper aims at identifying the method used by the Chinese government in controlling the transmission of COVID-19 in both its regional and inter-regional fight towards the pandemic. This paper also aims at how the Chinese government managed the public awareness on the severity of the virus and led the citizens to practice personal protection. The four main objectives are: To identify immediate action and immediate response done by the government when it was firstly transmitted, to identify the most effective method of restricting direct and contact infection of COVID-19 in China, to clarify the cooperation that was formed among different levels of government of China to limit inter-regional extension of the virus, and to enhance citizen's awareness on the severity of COVID-19. Data was collected from the official website of the National Health Commission of People's Republic of China. This site is chosen for it is the official media of the National Health organization, where comprehensive and detailed information about crisis management strategies could be obtained. The information will be organised in a coding sheet based on the focus of the study on the classification of the observation. The observation was conducted from 22th January to 22th April 2020.

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