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RECTOR'S MESSAGE



A heartiest congratulation is extended to the Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, on the publication of the seventh volume of FBM Insights.

This most recent volume of FBM Insights covers 25 emerging issues related to microcredit, micromanagement, marketing, consumer behaviour, social media, disability, dark tourism, and food security. This compilation demonstrates UiTM Cawangan Kedah's commitment to disseminate business-related information and relevant content to a wider audience.

I believe that this bulletin is an apt platform for members of the Faculty of Business and Management to produce more academic materials which can benefit the faculty members themselves and also other people at large. Such an initiative is indeed laudable since as academicians, writing to share information is definitely crucial to our personal and professional development.

Again, I would like to congratulate the Faculty of Business and Management and all individuals involved in the publication of FBM Insights volume 7. May FBM Insights continue to grow from strength to strength in the future.

Sincerely,

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah

FROM THE DESK OF THE HEAD OF FACULTY



Assalamualaikum w.b.t

Welcome to the 7th Edition of FBM Insights 2023. This edition presents 25 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge, including matters relating to Covid 19, entrepreneurship, microfinance, and gold investing. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was created in the year 2020 with the aspiration to inculcate the scholarly writing culture among FBM UiTM Kedah's lecturers. Thank you to the Almighty, this bulletin still receives a positive response for each of its editions. It is our hope this continues and that FBM Insights will one day progress to another level.

Publish or perish, one phrase that all academics must embrace. The importance of academic publication is evident when it is included in several of the university's Key Performance Index (KPI). We need to strive to produce scholarly work. I hope FBM Insights can become a small steppingstone for all FBM academics of UiTM Kedah, in our efforts to improve our publications numbers.

Congratulations again to all authors. Heartiest congratulations to the bulletin's editorial board who worked hard in making FBM Insights what it is today. I wish everyone the best and keep up the excellent work.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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SOCIAL MEDIA USAGE: INFLUENCE ON STUDENT LIFE

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INTRODUCTION

In today's era of digital age, it has led to an increase of social media usage among everyone in the world, especially the younger generation. According to Boateng and Amankwaa (2016), social media can be said as an application that allows users to converse and interact with others who share similar personal or career interests, activities, backgrounds or real-life connections. Social media such as Facebook, Twitter, MySpace, Telegram, LinkedIn, Instagram, WhatsApp, YouTube, and Tik Tok allows people to easily connect with each other, thereby making the world a global village.

Nowadays, students are exposed to social media platforms on a daily basis; they use laptops computers, iPads, mobile phones and tablets to actively engage in social media platforms for chatting, blogging, content sharing, and online learning purposes. The exposure of social media has impacted students both in their academic and social life (Tayo et al. 2019). The following section will discuss the negative influence of using social media to student life.

INTERNET ADDICTION

In a broad sense, Internet addiction can be said to be a non-chemical addiction to the use of the Internet (Griffiths, 2001). Internet addiction is one of the common problems that affect students when they are very involved in social media activities. Based on the research done by Tayo et al. (2019), this addictive behaviour causes students to use social media even in the classroom, which creates a disturbance for other students as well as concentration issues that may affect their grades as they are unable to carefully follow their lectures in class.

According to Abbas et al. (2019) when social media is used negatively, it can affect academic progress and studies have shown a strong positive relationship between social media use and academic performance. Students who are addicted to social networking sites will spend their time more on chatting, watching movies, shopping, and playing games than on educational activities, and this will likely contribute to their poor academic performance.

ANTI-SOCIAL BEHAVIOUR

Most students nowadays consider themselves as lonely. They believe that social media is able to relieve this emotion through social inclusion, and because of the need for personal development, social media may provide them with human capital that they cannot achieve in real life (Kim, 2014). Research done by Owusu et al. (2015) found that 59% of the students reported that the longer time spent on social media has a negative impact on their relationship with family and friends. Relying solely on social media without physical proximity to build and maintain relationships can contribute to loneliness, alienation, and depression.

Furthermore, online interaction will create a psychological distance between individuals by decreasing face-to-face interactions between family members and friends and thus, will cause

addiction and hamper one's ability to enjoy his/her free time with them. This can have a significant effect on social well-being and satisfaction among their families and friends (Abbas et al. 2019).

WRITING AND SPELLING SKILLS DEFICIENCY

Slang words or word abbreviations is a common way that has been used when communicating through social media platforms. This habit greatly affects students' communication skills with respect to formal writing and spelling skills (Tayo et al. 2019). For instance, among the popular terms that have been used by students in social media are "2" in place of "to", "D" in place of "the", and "4" in place of "for". This proves that word abbreviations while chatting has a direct link with the class assessment of students as it alters the conventional way of spelling words as required professionally (Wilson, 2018).

CONCLUSION

Overall, social media usage can have negative impact on students' lives if it exceeds certain usage limits. Basically, the use of social media in education can help students get the latest and most useful information, connect with people around the world, and also make the educational process more convenient and interesting. However, when it is used for non-educational purposes, it will distract students from their learning and academic activities and directly influence their daily lives. Students need to properly manage the using of social media because it can help to avoid the negative consequences of excessive media use in their life.

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