

The 11th International, Invention, Innovation & Design 2022



*Ushering in the Age of Endemic*

**THE 11TH INTERNATIONAL INNOVATION,  
INVENTION & DESIGN COMPETITION  
INDES 2022**

**EXTENDED ABSTRACTS BOOK**



e ISSN 2756-8733



9 772756 873009

© Unit Penerbitan UiTM Perak, 2023

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means; electronic, mechanical, photocopying, recording or otherwise; without permission on writing from the director of Unit Penerbitan UiTM Perak, Universiti Teknologi MARA, Perak Branch, 32610 Seri Iskandar Perak, Malaysia.

Perpustakaan Negara Malaysia

Cataloguing in Publication Data

No e-ISSN: e-ISSN 2756-8733



Cover Design : Nazirul Mubin Mohd Nor

Typesetting : Wan Nurul Fatimah binti Wan Ismail

## ***EDITORIAL BOARD***

*Editor-in-Chief*

*Wan Nurul Fatimah binti Wan Ismail*

*Editors*

*Nor Hazirah Mohd Fuat*

*Noor Fazzriene J Z Nun Ramlan*

*Dr Nuramira Anuar*

*Dr Shazila Abdullah*

*Halimatussaadia Iksan*

*Iza Faradiba Mohd Patel*

*Jeyamahla Veeravagu*

*Mahfuzah Rafek*

*Nor Nadia Raslee*

*Nurul Nadwa Ahmad Zaidi*

*Peter Francis*

*Zarinatun Ilyani Abdul Rahman*

*Zarlina Mohd Zamari*

## ***The 11<sup>th</sup> International Innovation, Invention and Design Competition 2022***

*Organised by*

*Office of Research, Industrial Linkages,  
Community & Alumni Networking (PJIM&A)  
Universiti Teknologi MARA Perak Branch*

*and*

*Academy of Language Study  
Universiti Teknologi MARA Perak Branch*

## KEYWORD BUILD UP (KBU)

Mohd Onn Rashdi Abd Patah<sup>1</sup>, Zatul Iffah Mohd Fuza<sup>2</sup>, Wan Nazriah Wan Nawawi<sup>3</sup>

<sup>1</sup>Faculty of Hotel and Tourism Management,  
Universiti Teknologi MARA Selangor Branch, Puncak Alam Campus

<sup>2,3</sup>Faculty of Hotel and Tourism Management,  
Universiti Teknologi MARA Terengganu Branch, Dungun Campus

Email: [onn@uitm.edu.my](mailto:onn@uitm.edu.my)

## ABSTRACT

Keyword Build Up (KBU) method is to encourage students to be independent in searching for knowledge about company strategies, approaches, best practices, and success stories while they are practicing self-learning through various reliable platforms on the internet (YouTube, Google Search, Facebook, Blogs, etc.). In the endemic era where students continuously adapt the technology usage in teaching and learning, engage students by making real-world connections through exploration and high-level questioning. Hence, the KBU method ushers the students into self-directed learning by searching for knowledge, engaging in the learning process, deepening their understanding on subject matter, fostering curiosity, and making learning meaningful. KBU perhaps could help the lecturers to understand how the students would rate or categorize the strategy, company, brand, or key personnel of the brand according to keywords that best describe them. It highlights students' point of view, which sometimes does not align with the lecturers' view. This will close the gap between the two in understanding the subject of study. In addition, students may have their own way of memorizing the notes and information about a company and its strategy through their own initiated keywords. Learning will be much easier and simplified when students are able to connect a keyword with a lesson learned in the course. Discussion in class will be more fun and richer with ideas when students are able to connect keywords with the designated companies, brand image, strategy, key person, or business approaches and pinpoint the main and most important keywords by listing and ranking them.

*Keywords: keyword, knowledge, teaching and learning, self-directed learning, inquiry-based learning*

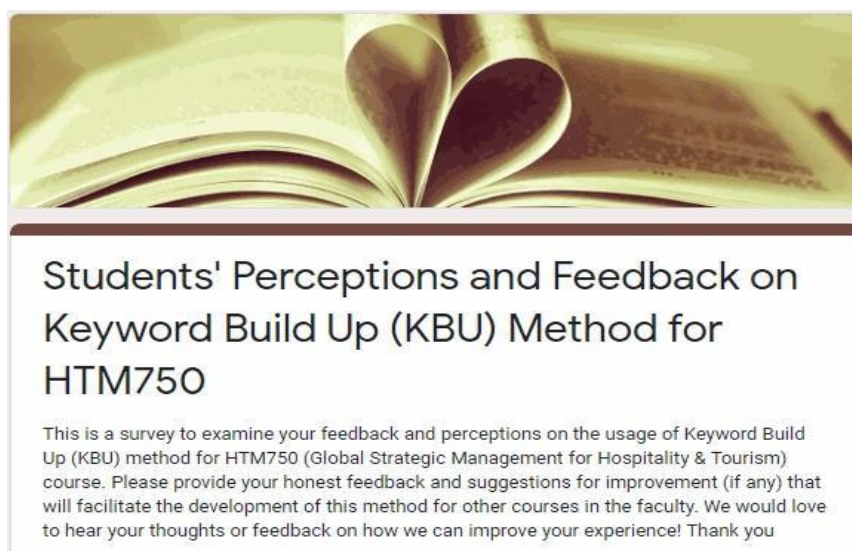
## 1. INTRODUCTION

By tradition, learning through development of keywords was normally used by language teachers to simplify the learning of vocabulary. However, in the school setting, the vocabulary learning using keywords was based on the combination of keywords and pictures to better understand the meaning of the word (Sagarra & Alba, 2006). In addition, they learn by using a keyword-provided approach which teachers already had the keyword available for them to see and memorize. Apart from that, the keyword search method is also used in research as a means of finding related literature. However, in this case, keyword generated approach or keyword build up (KBU) is introduced for HEI students as a means to self-develop meanings and relation of a keyword based on their own understanding for other management subjects particularly on learning about a company's strategy and business approach. Studying strategic management requires students to understand and relate specific performance initiatives, strategic approaches, brand identity and marketing slogans.

It all goes back to the nature of hospitality and tourism study which are built around terminologies particularly French terminologies in the culinary field. Hospitality fields are known for having specific terminologies and keywords to educate hospitality and service workers in understanding and applying the terminology when dealing with customers in restaurants, front desks, and events. Examples of such terminologies are a 'la carte menu, buffet, twin bed, runner, and many more. Therefore, the Keyword Build Up (KBU) method was introduced to students taking HTM750 (Global Strategic Management for Hospitality and Tourism) in March 2021 semester as Open Distance Learning limits face-to-face interaction between students and lecturers. Till now, KBU has been used by the students to improve their understanding and encouragement for self-directed learning, especially in hybrid mode. Hence, the KBU method ushers the students into self-directed learning by searching for knowledge, engaging in the learning process, deepening their understanding on the subject matter, fostering curiosity, and making learning meaningful (Kapur, 2019).

## 2. METHODOLOGY

The methodology began with the survey that tested on master's students in the March 2021 semester who took HTM750 (Global Strategic Management for Hospitality & Tourism) course. A simple survey using Google Form was conducted on 22<sup>nd</sup> May 2021 after the implementation of the method to see whether they understand the usage and how it might be useful for their studies.

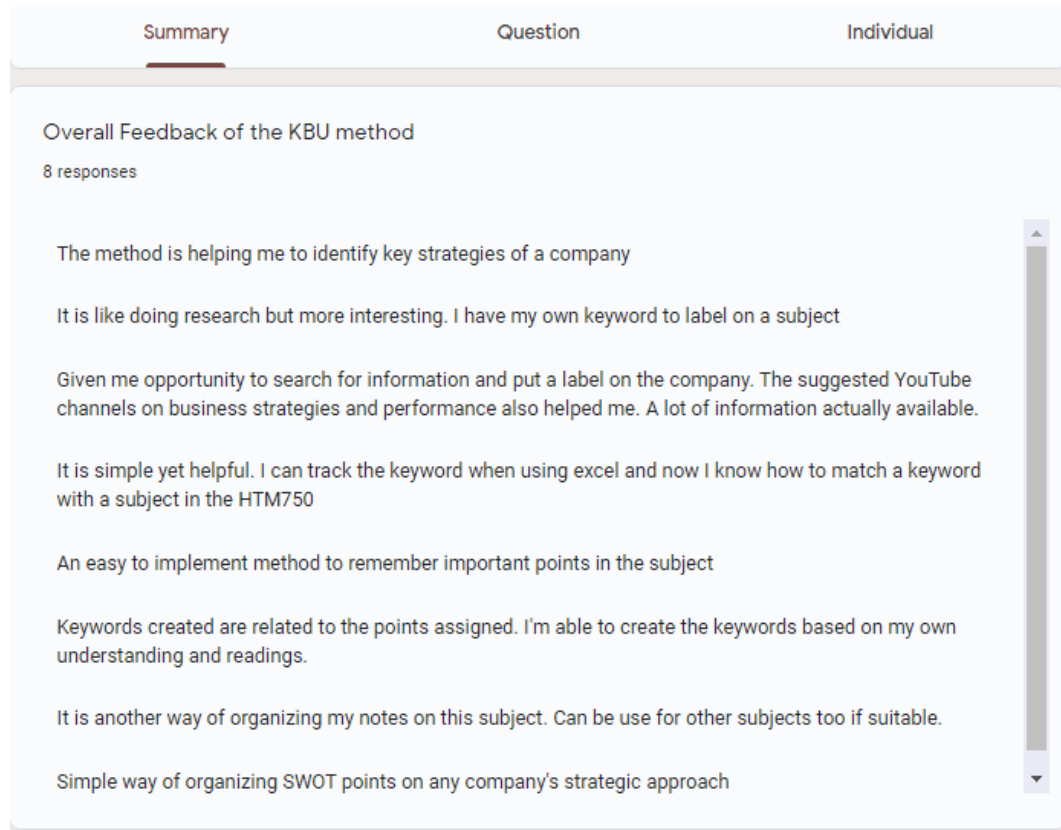


**Figure 1** Survey on Students' Perception and Feedback on KBU Method



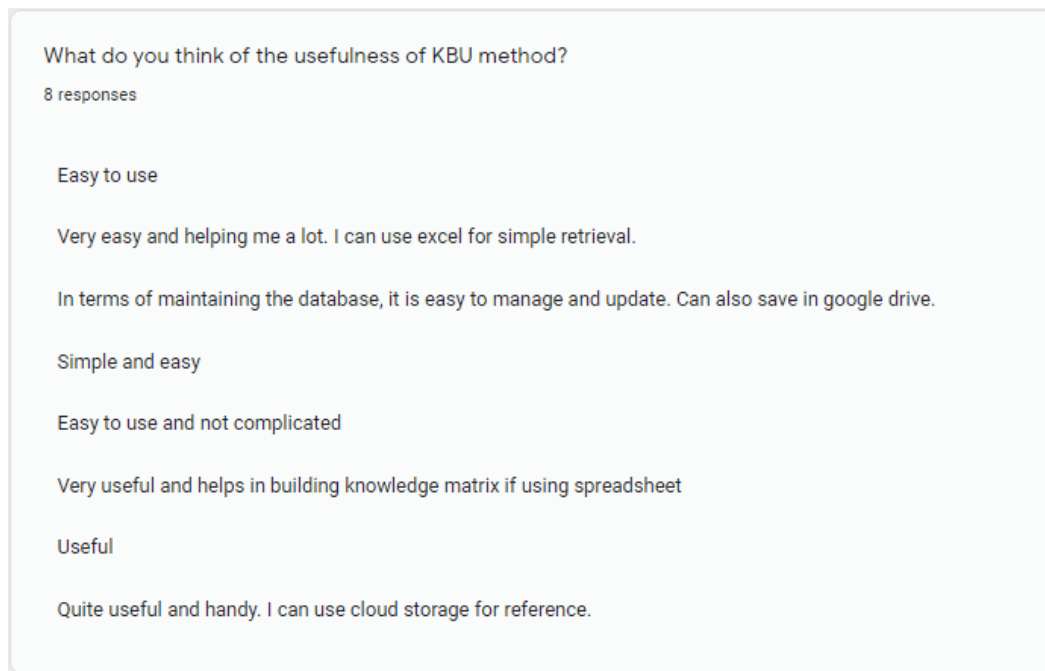
### 3. FINDINGS

A total of 8 (out of 9 students) responded and their feedback are as below:



**Figure 2** Overall Feedback – KBU Method

The feedback focused on the simple nature of the method and the impact it had on the learning process. It was found to be helpful and facilitated the students in organizing their notes and knowledge on subjects discussed or assigned to them. In addition, the use of MIRO's bullseye diagram enabled them to organize keywords based on their priority and importance. The keywords placed in the center were regarded as the main points related to the company, its strategy, image known for, or brand. The use of Excel Spreadsheet on the other hand, facilitated the process of retrieving the keywords and organizing them in matrix format. Most of the students found the method to be helpful and easy to use. It will be useful when discussing a topic concerning the strategy, brand, or image of a company by referring to these keywords.



**Figure 3** Usefulness of KBU Method-Students' Perception

#### 4. CONCLUSION

The new norm helps the students grasp technology as a part of their learning activities which can be done through various modes, settings, platforms, and objectives. Some would want to convert understanding of a subject through games, quizzes, and approaches. The primary concern in developing new ideas in teaching is to make the learning process interesting, achieve its objectives and enhance knowledge on subject matter.

The use of Keyword Build Up (KBU) method through the platform of Inquiry Based Learning entices students' enthusiasm and curiosity in finding new knowledge and information that can relate to their quest for answers and in this case, understanding the strategy and company best practices, issues, challenges, and approaches. Students will be able to categorize the information that they found in the form of keywords that they could memorize or relate and retrieve whenever they needed to.

The KBU method in courses such as strategic management courses will enable students to understand better because they generate the keywords based on how they perceive the information and that drives them to become experts in their own self-described knowledge category. This method is still in trial mode on a few selected master's degree students and more tests need to be done to see the effectiveness of other hospitality related courses. As to date, the feedback was convincing, and students felt they were empowered to describe and categorize the knowledge about the subject that the lecturer had assigned to them.

## REFERENCES

Kapur, R. (2019). Significance of self-directed learning.

[https://www.researchgate.net/publication/335096519\\_Significance\\_of\\_SelfDirected\\_Learning](https://www.researchgate.net/publication/335096519_Significance_of_SelfDirected_Learning).

Sagarra, N. & Alba, M. (2006). The key is in the keyword: L2 vocabulary learning methods with beginning learners of Spanish. *The Modern Language Journal*. 90. 228 - 243.

Doi:10.1111/j.1540-4781.2006.00394. x.



Surat kami : 700-KPK (PRP.UP.1/20/1)

Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim  
Rektor  
Universiti Teknologi MARA  
Cawangan Perak



Tuan,

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK  
MELALUI REPOSITORI INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Adalah dimaklumkan bahawa pihak kami ingin memohon kelulusan tuan untuk mengimbas (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.

3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna perpustakaan terhadap semua maklumat yang terkandung di dalam penerbitan melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

**"BERKHIDMAT UNTUK NEGARA"**

Saya yang menjalankan amanah,

**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

*nar*

*Setuju.*

*27.1.2023*

PROF. MADYA DR. NUR HISHAM IBRAHIM  
REKTOR  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN PERAK  
KAMPUS SERI ISKANDAR