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Research Management Unit
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Embracing New Horizons: A Fresh Start for 2025



As we stand at the threshold of a new year, I welcome you to RMU4U Third Edition (January 2025). The start of a new year symbolizes renewal, an opportunity to recalibrate our aspirations and refresh our collective commitment to academic excellence, research endeavours, and impactful scholarly contributions.

The year 2024 saw significant progress within our academic and research community. It was a testament to the passion, perseverance, and creativity of all members of the UiTM Kedah family. As we reflect on those accomplishments, let us also look ahead with determination to elevate our efforts in research, publication, and innovation. Let 2025 be the year we chart new pathways for discovery and collaboration, bringing our work to greater heights.

This year, I encourage all of us to reaffirm our scholarly goals by setting clear, measurable targets for research outputs, impactful writings, and knowledge sharing, aiming to contribute meaningfully to society both locally and globally. Let us strengthen research collaborations by building networks across disciplines, faculties, and institutions to foster cross-disciplinary solutions to real-world challenges. At the same time, we must focus on innovation by exploring new ideas, embracing digital tools, and pioneering creative solutions that align with global trends and local needs. Above all, let us support each other by sharing expertise, mentoring the next generation, and collaborating to overcome challenges, creating a thriving research ecosystem where everyone uplifts one another.

Let this be a year where we balance ambition with reflection, passion with purpose, and innovation with impact. The Research Management Unit (RMU) remains steadfast in supporting your research journey through resources, platforms, and opportunities for growth.

As we embark on this new chapter, I wish each of you the strength to pursue your aspirations and the resilience to overcome any obstacles. Together, let us make 2025 a year of breakthroughs, achievements, and shared successes.

Here's to a productive and inspiring year ahead.

Sincerely,

Prof. Dr. Roshima Said

Acting Rector, UiTM Kedah



A Message from the Chief Editor

Dear Readers,

I am pleased to announce the return of the RMU4U Bulletin with Volume 3, showcasing a diverse array of academic inquiries and professional perspectives across multiple themes. This edition continues our commitment to facilitating intellectual exchange and presenting research that engages with contemporary issues.

In this volume, the Law & Policy theme stands out with the highest number of contributions, featuring 14 papers that explore significant aspects of governance, justice, and societal well-being. These papers highlight the role of legal frameworks and policies in addressing current challenges and contributing to societal development.

Highlighted works include topics such as "Enhancing Access to Justice: The Role, Challenges, and Future of Small Claims Courts in Malaysia" and "Environmental Public Interest Litigation: Broadening Locus Standi to Safeguard Collective Interests," which examine the evolving landscape of legal rights and public interest. Additional discussions, such as "Alternative Dispute Resolution (ADR) in Islamic Banking and Finance in Malaysia" and "Balancing Nature and Faith: Protection and Conservation of Water Resources from the Perspective of Islamic Law," shed light on the interplay between ethics, faith, and law in addressing societal challenges.

In addition to the focus on Law & Policy, this issue covers a range of topics that contribute to understanding innovation and societal change. Articles such as "AI-Driven Recommendations in Mobile Shopping Apps, Podcasts, Animations & Gen Z: Revamping Organizational Behavior Learning, and The Role of Social Media in Shaping Islamic Entrepreneurship" explore the intersections of technology, education, and culture in today's world.

This edition represents the collaborative work of our contributors, whose insights and expertise have shaped the content of this bulletin. We encourage readers to engage with these ideas and consider their implications for further research and practical applications.

I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

Thank you for being part of this endeavor. Let us continue to learn and exchange ideas

Warm regards,

Dr Azyyati Anuar
Chief Editor, RMU4U E-Bulletin





HERITAGE TRAIL: THE HISTORICAL PURI SAREN AGUNG IN BALI INDONESIA

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Ubud Palace, also known as Puri Saren Agung, is a must-see attraction in downtown Ubud. It has been home to Ubud's royal family since the late nineteenth century. This palace is currently a significant historical site in Bali, serving as a museum and cultural centre for the island's traditional arts. It was a noteworthy structure in the 1800s, when prominent Balinese painters flocked to Ubud to showcase their talents. As a result, this is one of the most ornately built structures on the island. Due to its small size, walking around the palace will take approximately 15 minutes; nonetheless, one should take their time and pay attention to the details/nuances

The walls and doorways of the Ubud Palace are carved with stunning frog-like demon faces, and a door at the back of the courtyard houses some of the best artwork, including gold winged flowers and stone monkey carvings.



The palace has well-designed structures of aesthetic value. It also features unique stone carving designs, and there is, of course, a temple inside the palace. One can roam about and soak in the intricacies of the palace and as well as the subtleties of each object from Balinese traditional culture. For those who love photography, Ubud Palace is definitely Instagram worthy! The palace features an auditorium and a banyan tree that provides shade from searing sun. One should be advised that this is a royal family's home, therefore, some portions of the grounds are not accessible to visitors, and the on-site temple is permanently restricted to tourists. However, it is a fantastic destination to visit if one admires art and architecture, looking out for demon-like toad faces carved into the nooks of many walls and doorways.

To immerse oneself and broaden cultural experiences, witness the traditional Balinese dance performance at night, which lasts about 1.5 hours. The palace is open from 8am to 6pm and the traditional dance performances start from 7.30 pm to 9pm with tickets costing 100,000 IDR per person. The Legong Mahabharata dance is performed on Sunday, the Legong Dance on Monday, the Ramayana Ballet on Tuesday, the Legong and Barong on Wednesday, the Legong Trance on Thursday, the Barong on Friday, and the Legong Dance on Saturday.

The most popular performances are Legong and Barong. Legong is derived from the words "leg" (supple or flexible dance motions) and "gong" (gamelan). Gamelan accompanying the Legong dance is known as Gamelan Semar Pagulingan. Legong is arguably the most popular contemporary Balinese dance. It is a dance-drama, performed typically by three girls. Legong was developed at the turn of the eighteenth century by blending components from older traditions such as gambuh and the sanghyang dedari trance dance, which features numerous archaic animal movements. Often carried out in ceremonial events, the Barong Dance is among the few artistic forms connected with spirituality. Representing the age-old conflict between "good vs. evil," the dance is among the well-known performances on the island. Barong is a character in Balinese mythology who takes the form of a lion and stands as the King of the Spirits. One can describe Barong as a 'guardian angel'. The Barong Dance reflects life's two characters engaged in an endless struggle. Barong, like the Chinese lion dance, shows the lion in action by two persons dancing in coordinated motions.



Witnessing a traditional Balinese dance performance could help one better understand Bali and the Ubud area. Thus, Ubud Palace is the perfect place to learn about the rich culture and tradition of the Balinese people.

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