

Volume 3 (2025)



RMU **e-Bulletin**



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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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



BRIDGING CULTURES: MALAYSIAN-JAPANESE INSPIRATIONS IN POP-UP DESIGN STORYTELLING

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**Entrepreneurship
Beyond Sales: Creating
Experiences through
Design Narratives**

Entrepreneurship extends beyond simple product sales, encompassing the development of experiences that personally and emotionally connect with individuals. Design is pivotal in defining experiences, and for young entrepreneurs in Malaysia, narrative through design acts as a potent means of differentiation.



Image source:
<https://www.pinterest.com/pin/22588435624156661/>

This concept is shown by Japan's Poppu Appu Shoppu (pop-up shop), which incorporates narrative into its design, providing insights for Malaysian entrepreneurs to develop memorable brand experiences. Japanese pop-up stores transcend mere retail functionality; they include a narrative, a vision, and a distinct purpose. Every component, from the materials employed to the architectural configuration, is designed to envelop visitors in the brand's narrative. A Japanese tea pop-up shop may elicit tranquillity and nostalgia with bamboo accents, subdued lighting, and traditional motifs, establishing an immersive tea house atmosphere. Malaysian entrepreneurs can use this methodology by integrating local narratives and cultural history into their designs. A pop-up exhibition featuring regional artisanal crafts may emphasise the artists' narratives, elucidating material acquisition, creative methodologies, and the cultural relevance of each item, so cultivating profound ties with patrons.

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Design Storytelling: Importance above Visual Appeal

Design narrative encompasses not just aesthetics but also significance. Japanese pop-up shops frequently prioritise simplicity, maintaining the narrative as the central element. This clarity can motivate Malaysian businesses to create pop-up booths that emphasise narrative significance rather than superfluity. A presentation incorporating pictures, interactive components, or symbolic designs can create a memorable impact without inundating the audience. A Malaysian entrepreneur advocating for traditional food may employ cultural elements, including songket patterns, traditional cooking implements, and a visual chronology of ancestral recipes to narrate a tale of heritage and pride. This method provides clients with a more fulfilling and significant experience.

Enhancing Engagement via Narrative Design

An essential component of storytelling is the development of interactive settings that captivate visitors. Japanese pop-up shops frequently promote active engagement, including customers into the narrative. For instance, via workshops or sensory encounters, these environments completely engage visitors in the brand narrative. Malaysian entrepreneurs may implement analogous tactics. A pop-up booth featuring eco-friendly beauty items may incorporate a DIY station for clients to craft their own scrubs or oils, exemplifying the narrative of sustainability and self-care. This participatory experience enhances the narrative and offers guests enduring memories.



Image source:
<https://www.pinterest.com/pin/22588435624156661/>

Genuineness and Cultural Identity

Authenticity is fundamental to an impactful design narrative. Japanese pop-up shops synchronise every aspect with the brand's identity, generating trust and emotional connection. Malaysian entrepreneurs might incorporate personal narratives or cultural components to create authenticity. A young entrepreneur committed to conserving local traditions may create a pop-up that mimics a traditional village cottage, using wooden panelling, vintage furnishings, and cultural exhibits. This design elicits nostalgia and pride, forging a profound emotional bond with guests.

Sustainable Design Narratives

Sustainability is becoming increasingly essential to design narratives. Japanese pop-up shops showcase environmental stewardship through the utilisation of eco-friendly materials and versatile designs. Malaysian entrepreneurs can emulate this approach by integrating sustainability into their brand narratives. A pop-up offering handmade eco-friendly bags may utilise recycled wood for displays, natural fabrics for backdrops, and potted plants for decoration. This not only attracts environmentally conscious clients but also strengthens the brand's dedication to sustainability.

Ultimately, design-orientated storytelling seeks to elicit emotional resonance. An expertly designed pop-up booth goes beyond mere physicality, evolving into an experience, a memory, and a moment of connection. This gives Malaysian entrepreneurs an opportunity to inspire and engage through design, creating a lasting influence on their audiences. By pulling inspiration from Japan's Poppu Appu Shoppu concept and adapting it to local circumstances, Malaysian companies may create pop-up booths that not only display items but also convey narratives, cultivate emotional relationships, and convert business concepts into memorable experiences.

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Dr. Shafilla Subri, a senior lecturer at UiTM Kedah, has over 15 years of expertise in Graphic Communication Design, Multimedia Design, and Instructional Technology. Renowned for her innovative approach to design education and research, she has earned numerous national and international innovation awards. Dr. Shafilla has secured prestigious research grants, allowing her to explore advanced concepts in graphic and multimedia design, particularly in enhancing communication and education. Her work inspires students and professionals alike, blending theory with practical application to push creative boundaries and contribute significantly to both academia and industry practices globally.

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