

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







# DESIGNING FUTURES:

## THE INTERSECTION OF PATTERN DESIGN AND OKU EMPOWERMENT IN THE BATIK CHEMPAKA INITIATIVE

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Pattern design plays a pivotal role in shaping various art forms, from architecture to textiles. It forms the foundation for intricate motifs, structures, and compositions that influence design aesthetics.

In traditional arts like batik, understanding elements such as shape, rhythm, proportion, and colour is essential for creating meaningful designs. Patterns can range from geometric and floral to ethnic and expressive, each embodying unique cultural and artistic values (A Brief History of Pattern Design, 2021).

However, access to design education and involvement in creative industries remains limited for persons with disabilities (OKU).

Despite growing recognition of the contributions marginalised populations can make to the design process, little research explores how and why OKU individuals engage in such activities (Safari, Wass, & Thygesen, 2023). This paper presents the Batik Chempaka project, conducted under the University Social Responsibility Program (USR), which provided OKU trainees from Pertubuhan Pemulihan Dalam Komuniti Merbok (PPDK Merbok) with training in batik motif design (refer Figure 1).





Figure 1: PPDK Merbok trainees' training on data collection

As part of the Community-Based Rehabilitation (CBR) program, pioneered by the World Health Organisation (WHO) and implemented through Malaysia's Social Welfare Department (JKM), this initiative aimed to equip disabled individuals with the skills needed to create and market their own textile products. By engaging OKU individuals in the creative process, the project sought not only to empower them but also to contribute to a more inclusive and diverse design landscape, where OKU designers can help create environments that are more welcoming and accessible for people of all abilities (Wojciechowski et al., 2019).

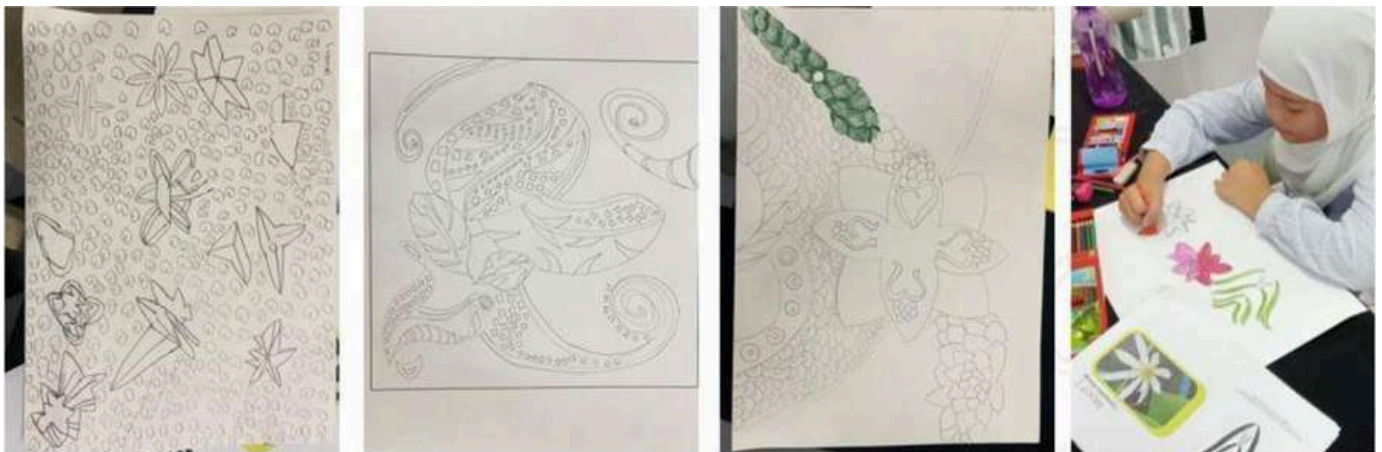


Figure 2: Development of patterns

The outcomes of the Batik Chempaka project were highly promising. Through a structured program of training and design exploration, participants successfully developed unique batik patterns, blending traditional motifs with innovative design techniques (refer Figure 2). Their work was recognised nationally, with the project securing 2nd place at the National KIK competition (refer Figure 3). This recognition not only highlighted the creative potential of OKU individuals but also demonstrated the value of inclusive design processes. The high quality of their designs shows that OKU participation can lead to improved, marketable products with the potential to boost the local economy. Furthermore, the success of Batik Chempaka suggests the potential for expanding such initiatives to other CBR programs, fostering greater inclusion, creativity, and economic opportunities for marginalised communities.





Figure 3: Second place at the National KIK competition

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