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BizNewz

June - November 2023

MANAGEMENT • INVESTMENT • ECONOMICS • ENTREPRENEURSHIP • TECHNOLOGY

FIVE IMPORTANT TIPS TO HELP NOVICE ATHLETES IN SPORTS CONFIDENCE

Turmeric & Coffee

The Suprising Ingredient Generating Short-Pulsed Laser

EMAIL CARBON FOOTPRINT

A SOURCE FOR GREENHOUSE GASES EMISSIONS

Creating Happiness

IN WORK AND LIFE IN SOCIETY: A RELIGIOS PERSPECTIVE

Teknik Pengucapan

BARACK OBAMA

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LETTER *from the* CHIEF EDITOR

Assalamualaikum

All praise to Allah, the Almighty, the Most Gracious and the Most Merciful

Dear Authors and Readers,

As this year of BizNewz comes to a close, I want to thank everyone (authors and readers) who have shared their views and beliefs with us over this year This is the last issue for 2023, and I would like to thank the BizNewz committees for undertaking, for yet another year, their responsibilities toward our readers with the outmost professional ethos. They have worked relentlessly to maintain the high quality of our newsletter and keep me focused on my role as its Chief Editor. Along with the managing editors, I would like to extend my sincerest thanks to our tireless designers and editors without whom we could not have published the outstanding manuscripts we do. Again, I would like to thank our readers, for they are the real reason this newsletter exits in the first place. Last but not least, I hope and call on all warga UiTM Terengganu to continue to pray that the Palestinian people will be protected, and for Allah to ease their pain and sufferings

Associate Prof. Dr Ahmad Suffian Mohd Zahari
Chief Editor
BizNewz
Faculty of Business and Management
Universiti Teknologi MARA Cawangan Terengganu

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PROJECT

SULAM

FIN533

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SAVING IS FUN

SK SURA DUNGUN | JUNE 8, 2023

The "Saving is Fun" program, initiated by FIN533 students as a SULAM project on June 8, 2023, aimed to instill essential life skills and promote financial literacy among young students. SULAM, which stands for Service-Learning Malaysia-University for Society, is an educational approach that empowers students to apply their knowledge, skills, and competencies to address community issues.

This program embodied the core principles of SULAM. It brought together 70 enthusiastic students from UiTM's BBA program, including TBA2442C, TBA2422C, and TBA24E, along with 222 eager Year 6 students from SK Sura. The event was led by two dedicated lecturers, Mrs. Salwani Affandi and Miss Nur Azwani Mohamad Azmin, who provided valuable guidance throughout.

The primary objective of the "Saving is Fun" program was to emphasize the importance of saving from a young age. It provided a hands-on learning platform to teach effective savings techniques and strategies for achieving financial goals. Moreover, the program aimed to lay the foundation for financial literacy, covering topics such as financial management, budgeting, savings, investments, and charitable giving.

What set this program apart was the active involvement of students in planning and executing the activities, ensuring the successful completion of their assigned tasks. Beyond the financial aspects, the program also aimed to boost students' self-confidence, enhance their communication skills, and promote overall personal development.

The "Saving is Fun" program, part of the SULAM project, successfully achieved its objectives by introducing young students to the world of financial literacy in an engaging and enjoyable way. It emphasized the importance of community involvement and early financial education in shaping responsible and financially literate citizens.

This initiative not only provided valuable learning experiences for elementary school students but also enriched the university students' understanding of community engagement and leadership. As the program continues to evolve, it is poised to have a lasting positive impact on students' lives by equipping them with essential financial skills for their future endeavors.

The success of the "Saving is Fun" program stands as a testament to the dedication and collaboration of everyone involved, reaffirming the idea that financial literacy can be both enjoyable and educational. This collaborative effort between the university and the community is paving the way for a brighter and more financially responsible future for our young learners.

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A CASE STUDY ON FARM FRESH BERHAD TOWARDS BUSINESS INNOVATION

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Business innovation is important for every company to stay in the industry now and in the future (Dagan, Rafi, Sia, & Dilla, 2021). Innovation is the application of concepts in a way that results in the creation of new products or services or the enhancement of the provision of the existing ones. The creation of more efficient goods, procedures, services, technologies, works of art, or business models, which innovators then make available to consumers, governments, and society, is a common way innovation occurs. Innovation is critical in bringing newness to established product lines or processes, resulting in greater market shares, revenues, and customer satisfaction. Innovation is sometimes used to enhance a company's operating systems or incorporate new automation technology. Since the beginning of the industrial revolution, substantial research has been conducted on the waves of innovation that have resulted in profound societal upheavals.

According to Stoknes (2022), there have been five main waves of innovation since the beginning of the industrial revolution:

- Wave One: Mechanisation (1760–1830)
- Wave Two: Steel, Steam, and Railways (1830–1900)
- Wave Three: Industry (1900–1970)
- Wave Four: Electronics, Television, and Aviation (1945–1990)
- Wave Five: The Digital and Internet Wave (1985-Present)

A new sixth wave, which has just begun, is a wave of green innovation riding on top of digitalization. This wave will usher in an age characterized by a shift to radical resource productivity, powered by renewable energy and circular material flows.

As Malaysia started to industrialize more in the 1980s, it was then that it began to formulate policies related to science, technology, and innovation. The first direct funding initiative to boost research was launched in 1988 when the Ministry of Science, Technology, and Innovation (MoSTI) introduced the Intensification of Research in Priority Areas (IRHPA) grants. Since then, financing and support for all aspects of the innovation process, including invention, research and development (R&D), and commercialization, have grown extensively. Nonetheless, despite the growth of these projects and a rather sophisticated corporate environment, there is always potential for improvement in the commercialization of research.

In 2009, Farm Fresh Berhad (FFB) founders Mr. Loi Tuan Ee and Mr. Loi Tuan Kin acquired sixty Holstein Jersey cows from Australia and established a small farm in Mawai, Johor, to produce dairy products for the local Malaysian market. They ensured that all products lacked artificial preservatives, colorings, and flavors and were promptly delivered to supermarket shelves. This resulted in a significant competitive advantage over imported dairy brands, the majority of which produce products using powdered or reconstituted milk. The demand for fresh milk products and funding from Khazanah National Berhad helped the company expand its production capabilities and product line in the years that followed. To increase penetration into some of Malaysia's most remote areas, FFB also pioneered an innovative 'home-dealer program', in which micro-entrepreneurs in rural Malaysia were selected to become stockists, dealers, and agents of these products. This provided income-generating opportunities.

FFB is now a fully vertically integrated dairy producer with six dairy farms and three processing facilities spread across Malaysia and Australia, marketing under a variety of brands, including Farm Fresh, Master Barista, Henry Jones, Yarra Farm, Yarra by Farm Fresh, and Nubian Goat's Milk. Farm Fresh has established itself in various product categories, including Ready-to-Drink (RTD) chilled and ambient products, yogurt, plant-based goods, and sauces. Furthermore, with significant R&D capabilities, the company has been a pioneer in offering innovative products such as kurma milk, organic milk, lactose-intolerant milk, oat milk, and almond milk to the Malaysian market, catering to changing consumer needs and preferences.

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FFB's current focus is on increasing its production capacity and capabilities to reach more markets throughout Asia and introduce dairy products as nature intended to even more consumers. It has grown from a homegrown upstart to become Malaysia's largest integrated producer of dairy products made from fresh, raw milk. FFB offers a wide range of dairy- and plant-based products to both the Malaysian and international markets, satisfying various consumer tastes and dietary requirements. All the products are manufactured on-site using fresh milk that has not been tainted by artificial coloring, flavoring, or preservatives. Moreover, FFB has implemented several innovations that align with current customer demands, which will be discussed further in the next section.

In terms of generating shared value between the business and local communities as its primary goal, this objective has guided FFB in developing local-first policies. FFB has aimed to meet the needs of its business within the surrounding communities, the majority of which have rural and relatively economically disadvantaged populations. This, in turn, has led to the creation of the home-dealer program and the local partner-farmer network, providing sustainable economic opportunities for rural distributors and farmers, respectively. Not to mention, FFB has also provided a means for entrepreneurs to improve their standard of living and earn incomes much higher than comparable salaries in their locations. For example, in the home-dealer project, the FFB network has assisted thousands of microentrepreneurs, 80 percent of whom are women, in achieving financial independence and becoming pillars of their communities.

FFB, which has been in the industry for thirteen years, has also faced several issues and challenges. However, it has introduced numerous reforms and innovations to increase efficiency in the quality of products and services offered. FFB deserves praise and encouragement to continue moving forward, enabling it to compete with international companies and maintain its position in the long term.

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Kem Kepimpinan Pelajar Sekolah Menengah Anjuran Pelajar Pengurusan Operasi

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Pada 6 dan 7 Julai, 2023 yang lalu, satu projek khidmat masyarakat telah diadakan di Universiti Teknologi MARA (UiTM) Cawangan Terengganu Kampus Dungun anjuran Pelajar Pengurusan Operasi Semester 4 di bawah kod kursus OPM560 iaitu kursus Supply Chain Logistics Management dengan kerjasama Unit Kaunseling Sekolah Menengah Dato Engku Bijaya Sura Paka, Dungun Terengganu. Para pelajar ini juga telah dibimbing oleh rakan-rakan pensyarah yang juga merangkap ketua jawatankuasa dan penceramah untuk para pelajar sekolah menengah tersebut yang terdiri daripada mereka yang memegang jawatan sama ada sebagai pengawas, pembimbing rakan sebaya, pengawas pusat sumber dan juga yang terlibat dalam bidang teknologi.

Kem Kepimpinan pada 6-7 Julai, 2023 dengan tema FRESH (Future leaders, resilience, excellence, smart and honest)

Program khidmat masyarakat yang dijalankan ini selain memenuhi keperluan silibus kursus, ia juga turut menyumbang kepada petunjuk prestasi iaitu menjalankan USR (University Social Responsibility) yang menjadi salah satu penunjuk aras atau KPI universiti ataupun fakulti. Pihak sekolah bersetuju untuk menyumbang separuh daripada perbelanjaan program manakala bakinya ditanggung oleh para penasihat merangkap penceramah program. Para peserta terdiri daripada 105 orang pelajar sekolah manakala para pelajar UiTM menjadi fasilitator yang terdiri daripada 25 orang pelajar, 2 orang guru pengiring dan 9 orang penasihat program yang terdiri daripada pensyarah universiti.

Antara aktiviti yang dijalankan dalam kem kepimpinan ini adalah aktiviti ceramah, latihan dalam kumpulan, riadah mahupun aktiviti berbentuk kerohanian. Para peserta yang terdiri daripada bakat pemimpin sekolah turut diadili melalui aktiviti latihan dalam kumpulan yang diadakan merangkumi lapan kumpulan sederhana besar. Manakala aktiviti ceramah merangkumi topik seperti 'Pengurusan Data' telah disampaikan oleh Puan Yau'Mee Hayati, 'Pengurusan Masa dan Pengurusan Diri' oleh Puan Hasmida dan Puan Ruzaidah, 'Kemahiran Komunikasi dan Interaksi Dua Hala' oleh Puan Siti Fatimah Mardiah dan Puan Suzila, 'Kemahuan untuk Berubah dan Konsep Kepimpinan' oleh Cik Noor Malinjasari dan ceramah terakhir iaitu 'Kemahiran Kerja Berpasukan' oleh Puan Nurmuslimah Kamilah. Dr. Afif memimpin aktiviti riadah melalui aktiviti 'Badan Cergas, Otak Cerdas' di mana para pelajar dibawa mengelilingi kampus UiTM Dungun.

Majlis penutup program telah dirasmikan oleh Ketua Pusat Pengajian (KPP) Fakulti Pengurusan dan Pernigaan (FPP) iaitu Dr. Nik Fakrul Hazri Nik Hassan. Pengetua Sekolah iaitu Cikgu Abdul Aziz bin Nik Mat dalam ucapannya beliau memuji sinergi yang dijalankan antara pihak UiTM dan pihak sekolah serta berharap kolaborasi seumpama ini dapat diadakan lagi pada masa hadapan. Upacara penyampaian sijil dan cenderahati kepada pemenang turut disampaikan dalam majlis penutup itu.

Akhir kata, mewakili barisan penganjur, kami selaku para penasihat program ingin merakamkan ucapan terima kasih dan penghargaan kami kepada pihak pentadbir universiti dan kolej yang membenarkan cikgu pengiring menginap di Villa Teratai UiTM Kampus Dungun, pihak pengurusan masjid yang membenarkan pelajar membuat aktiviti dan bermalam di Pusat Hidayah tanpa mengenakan sebarang bayaran, dan kepada pengurusan FPP iaitu KPP dan Koordinator Fakulti Diploma mahupun Ijazah yang sentiasa memberikan sokongan serta bantuan tatkala diperlukan. FBM Awesome.

Puan Siti Fatimah Mardiah Hamzah selaku Pengarah program menerima sijil untuk para penasihat dan fasilitator UiTM daripada Pengetua Sekolah, Cikgu Abdul Aziz Nik Mat

EMAIL CARBON FOOTPRINT:
A Source for Greenhouse Gases Emissions

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Email Carbon Footprint

Have you ever thought that emails we have sent, received, or spammed have their own carbon footprint? I have never realised it until one of my students has submitted his critique paper on it to me. We have frequently heard and read that industries' production of things is what causes carbon footprints, but we have never considered that the emails we sent, received, and saved on our drives and inboxes have also contributed to the overall carbon footprint.

What is the carbon footprint? It has been defined by the WHO as the weight of CO2 emissions created in tonnes, a measurement of the effect your actions have on the volume of carbon dioxide (CO2) produced through the combustion of fossil fuels. A person, an organisation, a product, or an event, among others, may have a carbon footprint that is quantified in equivalent tonnes of CO2 over the course of a year. The production and consumption of fossil fuels, food, manufactured goods, materials, roads, and transportation can all contribute to the greenhouse gases (GHGs) that together make up a person's carbon footprint.

What is email carbon footprint? It refers to the environmental impact of energy and resources used in sending and receiving emails. Every time an email is sent, energy is needed to power a computer or other devices used to create and deliver the message, as well as energy to send the message over the Internet and store it on a server. Typically, the email carbon footprint is determined by counting carbon-dioxide emissions caused by the energy used to send and store emails. In addition to the energy used to run servers and data centres where the emails are stored, this also refers to the energy used in the manufacturing and disposal of the electronic devices used to send and receive the emails.

Emails have a relatively small carbon footprint, but when considering the volume of the emails sent and received globally every day, it can add up to a significant amount of carbon emissions. Therefore, it is crucial for individuals and organisations to exercise caution when using emails and

Photo by Brett Jordan on Unsplash

develop strategies that reduce their carbon footprint. Utilising energy-efficient devices and servers, cutting back on email volume, and eliminating pointless emails are a few options.

Email as a source of GHG

What are greenhouse gases (GHGs)? They are gases in the earth's atmosphere that trap heat, leading to a warming effect known as the greenhouse effect. The most common greenhouse gases are carbon dioxide (CO_2), methane (CH_4), nitrous oxide (N_2O), and fluorinated gases. They let sunlight pass through the atmosphere; however, they prevent the heat that the sunlight brings from leaving the atmosphere. Email itself does not directly emit greenhouse gases (GHGs) as it is a digital form of communication that does not require physical transportation or the burning of fossil fuels. Nevertheless, the infrastructure supporting email communication, such as data centres and servers, can consume significant amounts of energy and contribute to the GHGs emissions.

Large amounts of energy are needed to power and cool equipment in the data centres that serve email services, which can produce a significant amount of greenhouse-gas emissions, especially if the electricity used to power the data centres comes from fossil-fuel sources. Additionally, the energy used by end-user devices to access the emails and the energy needed to send the emails via networks can both add to the emissions of the greenhouse gases.

Additionally, the production and disposal of electronic devices, such as computers and smartphones, also contribute to GHGs emissions. These emissions come from the manufacturing process and the energy used to power the devices during their lifetime. When the electronic devices are improperly disposed of, they can also release harmful chemicals into the environment.

Even though emails may have a small carbon footprint in comparison to the other GHG emitters, it is still important to be aware of this fact and take action to lessen it. While email itself does not directly emit the GHGs, the infrastructure supporting email communication and the devices used to access it can contribute significantly to the GHG emissions. It is important to be mindful of our energy consumption and electronic waste when using the digital-communication tools. Some of these actions include cutting back on unnecessary emails, using energy-efficient devices, and advocating for the use of renewable-energy sources to power data centres and networks.

Conclusion

In conclusion, email carbon footprint is an important consideration in our digital age as the energy used to send and store emails contributes to greenhouse-gas emissions and climate change as well as creating a sustainable living. While the carbon footprint of an individual email may seem small, the cumulative impact of the billions of emails sent and received every day can be significant. By being mindful of our digital activities and adopting practices that minimise the environmental impact of email, we can contribute to the global effort to mitigate the effects of climate change and create a more sustainable future.

Reducing email volume, deleting unnecessary emails, and using energy-efficient devices and servers are just a few examples of the simple steps we can take to reduce email carbon footprint. By incorporating these practices into our daily lives, we can reduce our carbon footprint, conserve resources, and contribute to a healthier planet for future generations. Ultimately, reducing email carbon footprint is not only good for the environment but also for our overall quality of life and well-being.

• • •

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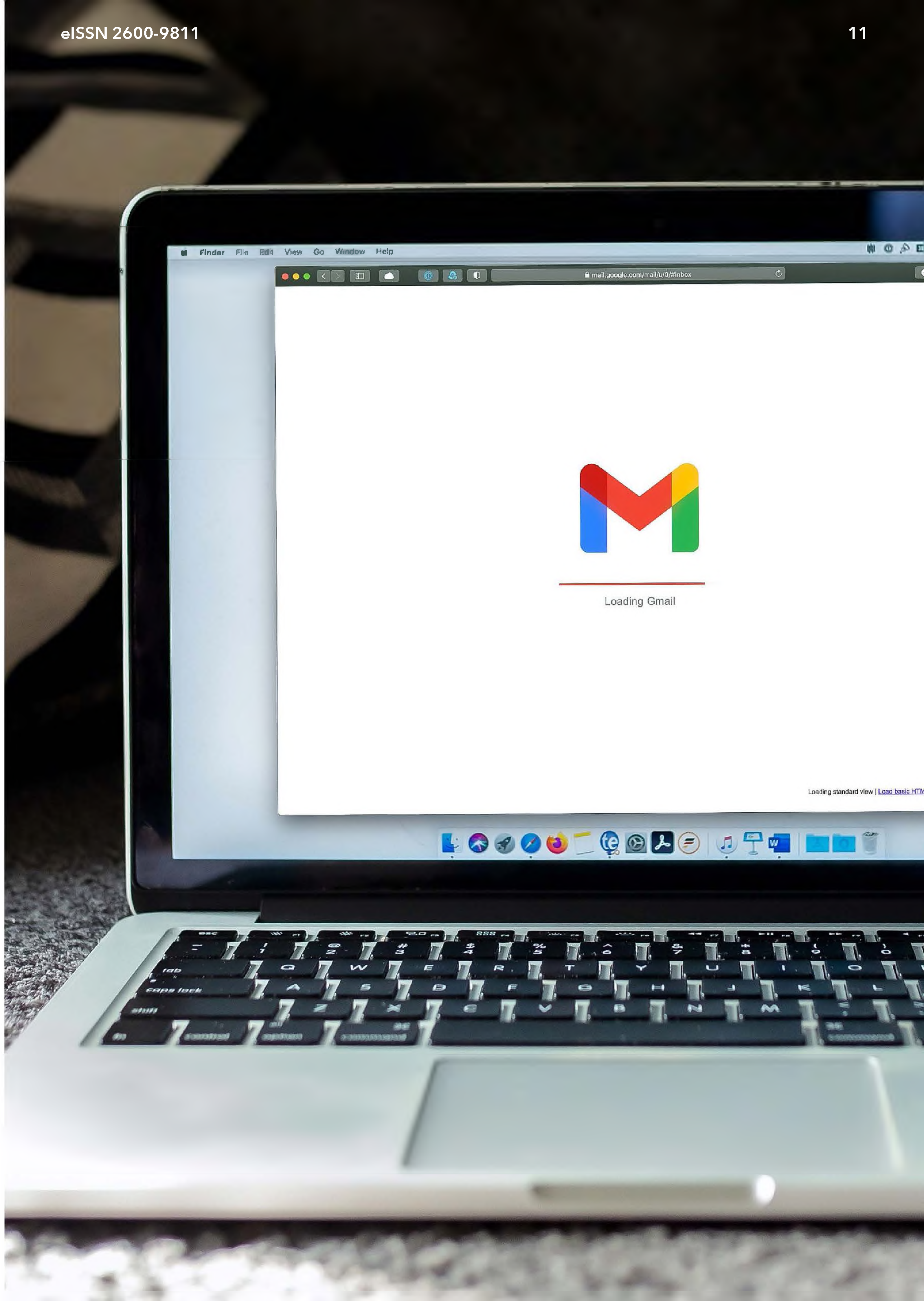

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The Internet has changed the way of life.The emergence of the Internet has necessitated a shift from traditional businesses to digital enterprises. Virtual businesses that operate strictly online have resulted from this shift and the primary drivers in this new front are online entrepreneurs generally described as cyberpreneurs. A cyberpreneur creates a company based on electronic commerce (Carrier & Raymond, 2004). The digital age generation would instead go online to get information and transact businesses rather than spending time which may be used to accomplish different things to wander from one store to another, comparing product information and transacting businesses. This has necessitated the cyberpreneurs to be more innovative and creative to attract customers to visit their business pages online and complete buying transactions.

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CYBERPRENEURSHIP

A NEW OPPORTUNITY

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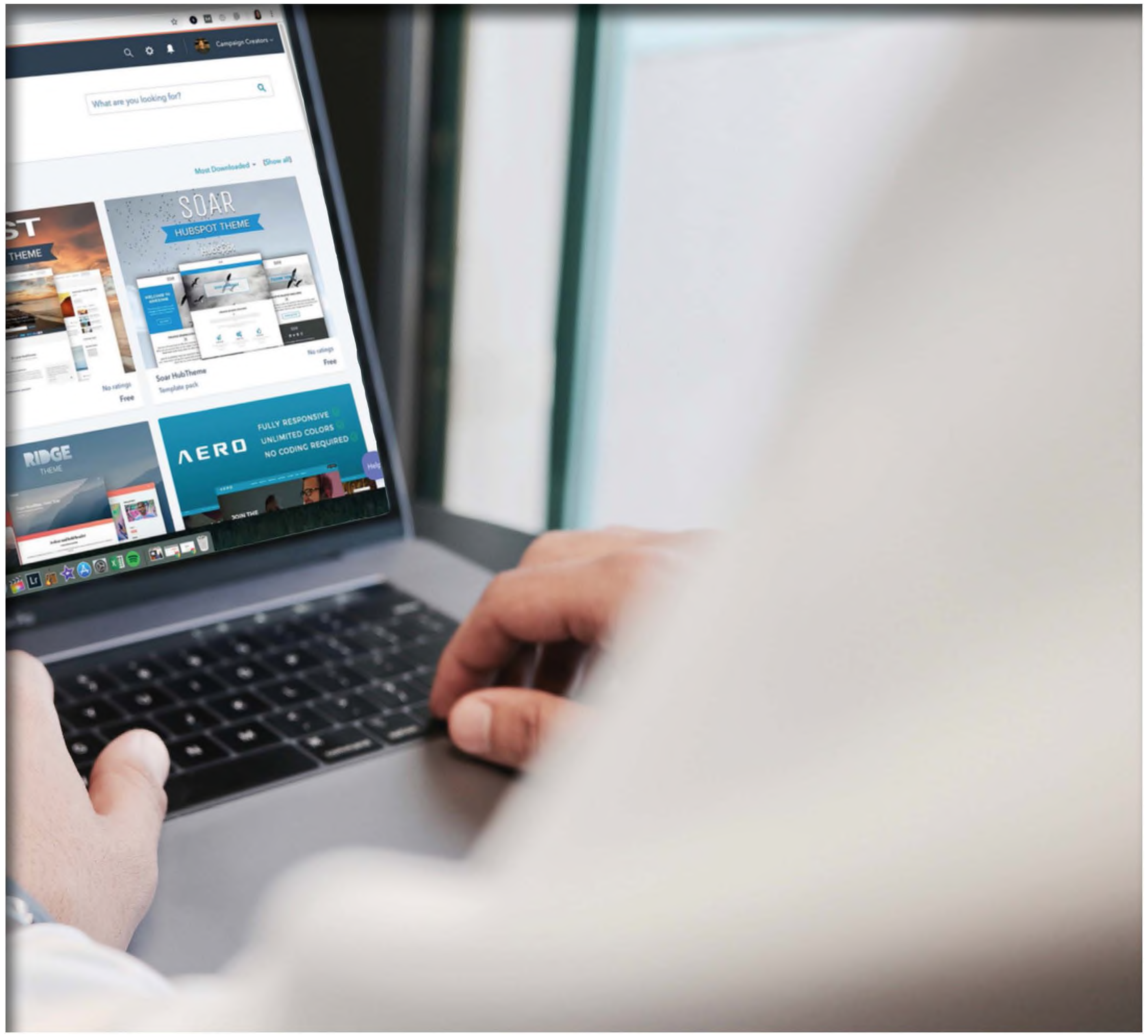

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Cyberpreneurship means vary from one organisation to another, which merely promotes itself by using an electronic brochure called a homepage on the Internet, to companies and organisations which sell their products and services through the use of electronic mail (email) on the Internet. Cyberpreneurship has opened doors for numerous professionals who have little to no investment to start their online businesses. The virtual world is open to individuals willing to break free of the traditional 9-to-5 corporate jobs to set up and make a name by taking advantage of the vast and open digital world (Peterson, 2020).

Cyberpreneurs, like entrepreneurs, are not only creative and innovative but also with a vision and a high drive to excel, alongside being determined and consistent in spotting and exploiting new opportunities (Jiwa, Lavelle, & Rose, 2004). Cyberpreneurs must use their competitive edge to attract visitors to the website and encourage them to make purchases. Consumers want quick, inexpensive, stress-free online shopping experiences without sacrificing price or quality (Abdullah, 2011). Cyberpreneurs, like entrepreneurs, have essential roles in business activities, especially start-ups. These include being proactive, innovative, identifying opportunities, forecasting business changes, creating jobs, and taking risks that will benefit their businesses (Bitesize, 2021; Alton, 2020).

Areas of Cyberpreneurship

The main areas of cyberpreneurship, according to the Cyberpreneurs Institute

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Website, are:

- Selling digital-information products: It is all about producing and packaging content that can solve the problem of individuals in such a way that enables them to pay back for the information provided. This is the least entry barrier for any cyberpreneurs and, as a result, is highly competitive. This can be achieved by taking advantage of other platforms to distribute digital products or creating their platforms.
- Selling physical products: Cyberpreneurs can also sell physical products with the advantage of having a target market ranging from local to global demands. They can be located in a part of the world and have customers in other parts. The availability of manufacturers, such as in China, India, or Vietnam, can be leveraged to produce their products and brands, and their target market can be anywhere in the world, provided that a necessary logistic strategy and marketing that need to be done are sorted out.
- Selling sponsorship: Cyberpreneurs can build and maintain a thriving online community around their personal or business brands, which can take the form of a social-media influencer, Facebook page, or YouTube channel with a sizable following. As a result, they can secure sponsorship or ambassadorship deals from businesses looking to market their brands, goods, or services to the cyberpreneurs' sizable followings.
- Selling consultancy and services: With the advent of the freelance platforms in the existing market, Cyberpreneurs nowadays do not need to open their platforms to market their skills. They can immediately find freelance jobs in the existing platforms where they can offer their services to a vast online community who will need their services like graphic design, website-building, data entry, etc.
- Selling brands: With the emerging digital business nowadays, Cyberpreneurs can leave their digital businesses and sell out to interested companies. For example, once a cyberpreneur has developed loyal followers of his or her brand, the brand value will increase, resulting in interest from companies and organisations who want to buy the brand. The cyberpreneur can sell the brand over time and move on to developing another.

The Advantages of Cyberpreneurship

Cyberpreneurship offers numerous advantages:

1. Low Startup Costs: Unlike traditional businesses, cyberpreneurs can start with minimal capital. There is no need for physical shops or buildings for the business. Instead, one can operate the business regardless of the location.
2. Flexibility: Operating in the digital realm means that business can be conducted from anywhere at any time.
3. Accessibility: Cyberpreneurship is open to individuals of all ages and backgrounds, which democratises entrepreneurship.
4. Innovation: Cyberpreneurs are inherently creative and innovative, constantly seeking and capitalising on new opportunities in a digital landscape.

Conclusion

Cyberpreneurship is reshaping the business world. With its low barriers to entry and adaptability to changing market dynamics, it represents a compelling opportunity for individuals seeking to create their own paths in the digital age. Cyberpreneurs, driven by creativity, innovation, and a relentless pursuit of excellence, are leading the way into this exciting new frontier of business. As the digital world continues to evolve, cyberpreneurship will continue to be a source of opportunities and a driving force in the entrepreneurial landscape.

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BUNGA RAYA DAN KOMUNIS DI GERIK, PERAK

Bunga raya? Komunis? Apa kaitannya?

Bunga Raya merupakan Bunga Kebangsaan Malaysia yang telah diisytiharkan pada 28 Julai 1960 oleh Perdana Menteri kita pada ketika itu. Namun apakah kaitannya dengan komunis? Mari kita kenali sedikit sebanyak latar belakang komunis di Tanah Melayu ini terlebih dahulu.

Gerakan komunis di Tanah Melayu bermula sejak era 1920-an lagi. Salah satu tempat yang menjadi lubuk pihak komunis adalah Gerik, Perak. Sejarah hitam telah berlaku di situ pada tahun 1974 yang mana pihak komunis telah menyerang pekerja-pekerja pembinaan Lebuh Raya Gerik-Jeli atau kini lebih dikenali sebagai Lebuhraya Timur-Barat. Kejadian ini berlaku pada era darurat kedua di Malaysia yang mana pihak komunis telah kembali mengganas antara tahun 1967 hingga tahun 1989. Kenangan pahit yang tercatat dalam lipatan sejarah ini memberi kesan kepada negara umumnya dan keluarga mangsa serta warga setempat khususnya.

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Warga Perak atau sesiapa sahaja yang melalui lebuh raya ini mungkin mengetahui sedikit sebanyak kisah tragedi tersebut. Malah jika anda perasan, bermula dari sempadan daerah Jeli memasuki daerah Gerik, pasti akan kelihatan beberapa pokok bunga raya selang beberapa ratus meter di sepanjang jalan tersebut sehingga ke bandar Gerik. Bagaimana di tengah-tengah hutan Banjaran Titiwangsa itu terdapat beberapa pokok bunga raya tumbuh dengan hanya berselang beberapa ratus meter di antara satu sama lain? Pernahkah anda terfikir? Atau barangkali anda terlalu leka dengan keindahan hutan di sepanjang lebuh raya tersebut tanpa terfikir apa-apa?

Berdasarkan perbualan antara salah seorang penulis kami dengan pekerja

kebersihan lebuh raya tersebut, pokok-pokok bunga raya itu membawa maksud yang tersendiri dan sangat berkait rapat dengan aktiviti-aktiviti bekas komunis atau saki-baki pihak komunis yang masih ada di

Sumber: pekhabar.com

kawasan Gerik itu (menurut beliau). Pokok-pokok ini merupakan penanda bagi lokasi-lokasi yang sesuai untuk mereka melintas dan menyeberangi jalan dari kawasan hutan atau bukit bertentangan. Malah mereka akan melintas atau menyeberangi lebuh raya berkenaan hanya di kawasan yang terdapat pokok-pokok bunga raya itu sahaja, dan bukannya di tempat lain. Pekerja kebersihan tersebut memaklumkan yang beliau sering kali terserempak dengan mereka yang menyeberangi lebuh raya tersebut melalui pokok-pokok berkenaan.

Ujarnya lagi, mereka sering keluar di awal pagi dan lewat malam untuk mendapatkan sumber makanan. Pernah juga mereka membuat sekatan jalan raya terhadap lori-lori yang membawa makanan di lebuh raya tersebut pada tengah malam namun, tiada kecederaan atau keganasan dilaporkan. Pekerja kebersihan itu malah menasihati salah seorang penulis kami agar sentiasa berhati-hati apabila melalui lebuh raya ini terutamanya pada waktu lewat

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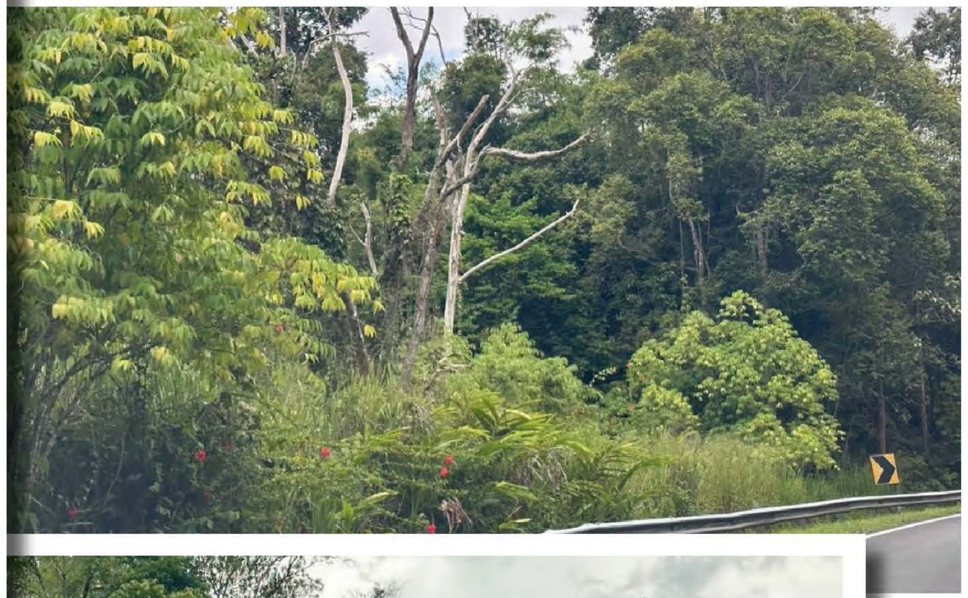

malam bagi mengelakkan perkara yang tidak diingini berlaku.

Namun, apakah kaitannya bunga raya sebagai penanda jalan dan laluan pihak komunis ini? Mengapa bunga raya yang dipilih sedangkan terdapat pelbagai jenis bunga liar yang tumbuh di Banjaran Titiwangsa tersebut? Sehingga kini, ia masih menjadi MISTERI...

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Image of Myspace retrieved from PNGWing.com

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myspace innovation and reasons of *failure*

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Innovation of MySpace

During the nascent stages of the social-media landscape, MySpace has introduced a range of groundbreaking features that not only propelled its initial popularity but also bestowed upon it a distinct and unparalleled identity. Some of the most notable innovations that distinctly set MySpace apart encompassed the following:

Firstly, the introduction of customisable profiles stands out as a hallmark innovation. MySpace has granted users an unprecedented ability to intricately tailor their profiles, thereby, affording them a creative liberty to personalise layout arrangements, colour schemes, and design elements of their individual pages. This elevated degree of customisation has marked a significant departure from contemporaneous social platforms, establishing a profound sense of proprietorship over one's online presence.

Secondly, MySpace has been a pioneer in integrating music into user profiles, a feature that has resonated particularly well within the music community. Musicians and bands have found MySpace an ideal platform to seamlessly upload and share their music directly on their profiles, leading to a surge in self-promotion and an enriched avenue for connecting with fans.

Furthermore, the platform has embraced the concept of blogging and introduced bulletin posts. These features have provided users with the means to express their thoughts, share experiences, and provide updates to their friends and followers. Simultaneously, the bulletin board system has facilitated succinct message-posting within networks, thereby, fostering seamless communication and interaction.

Another innovative facet introduced by MySpace has been the 'Top 8 Friends List' feature, enabling users to prominently showcase their closest connections. This unique feature has effectively established a social hierarchy within the users' networks, adding an intriguing dimension to the platform's social dynamics.

MySpace's approach to network expansion has been refreshingly broad-minded, encouraging connections beyond immediate friend circles. This openness has facilitated the establishment of connections with individuals outside the conventional realm, thereby, nurturing a more expansive and inclusive sense of community.

Moreover, the option to incorporate a profile song or video has also been an ingenious move. Users could set a featured song or video to play automatically on profile visits, enabling a personalised form of expression through multimedia content.

In a pivotal manner, MySpace has also been instrumental in pioneering innovative marketing opportunities. It has provided a novel platform for businesses and artists to market themselves, which has effectively sown the seeds for the influencer marketing and brand collaborations that have come to define contemporary digital landscapes.

Despite these remarkable innovations that fueled MySpace's early triumphs, the platform has grappled with challenges posed by shifting user preferences and the need to address concerns, such as spam and privacy. The emergence of platforms like Facebook, characterised by sleeker design and more streamlined user experiences, has ultimately overshadowed MySpace's offerings. This gradual shift has marked the beginning of MySpace's decline. However, its legacy endures as a pioneering force that has significantly impacted the trajectory of social media and online interaction.

Reasons of failure of MySpace

MySpace's decline and eventual failure can be attributed to a combination of factors, ranging from fierce competition and evolving user preferences to product-quality issues, mismanagement of resources, legal challenges, and other crucial elements.

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One of the factors that organisations must contend with is the competition posed by Facebook. The ascendancy of Facebook has emerged as a significant determinant in the decline of MySpace. Facebook has provided a streamlined and user-centric interface, which has garnered user attention due to its uncomplicated layout and effortless user engagement. The method adopted by Facebook has been more effective in appealing to a wider range of individuals, resulting in a significant shift of members from MySpace to Facebook.

The Dynamic Nature of User Preferences. As the evolution of social media has progressed, there has been a noticeable change in user preferences towards platforms that have provided more simplified and focused experiences. The extensive customisation options offered by MySpace for user profiles, although initially groundbreaking, have ultimately resulted in the creation of crowded and visually overwhelming sites, which have adversely affected the overall user experience.

The Impact of Product Quality and Technical Issues. MySpace has had technological obstacles, such as prolonged loading times resulting from extensive personalisation, frequent malfunctions, and problems related to unsolicited messages. The presence of these technological deficiencies have resulted in consumer dissatisfaction, hence, diminishing the overall quality of the product.

The absence of innovation. Following an early surge of creativity, MySpace has had challenges in adapting to the swiftly evolving social-media environment. In contrast to its counterparts, MySpace has exhibited a lack of effective innovation and user engagement, hence, falling behind in the introduction of novel features and adaptation to user demands.

The legal and safety concerns are of paramount importance. MySpace has faced legal disputes pertaining to matters, such as copyright infringement and the presence of improper content. The aforementioned obstacles have not only had a detrimental impact on the platform's standing but has also necessitated the allocation of resources towards resolving the legal issues.

The phenomenon of changing demographics. With the increasing popularity of social media, MySpace has encountered difficulties in accommodating a wide range of users. The younger demographic, in particular, has shown a preference for emerging platforms that have provided a more engaging and pertinent user experience.

The seventh factor to consider is the erosion of trust and decline in user base. The erosion of user trust and subsequent drop in active users on MySpace might have been attributed to negative experiences, spam difficulties, and the image of the platform as antiquated. The decline in the number of users has further diminished the platform's attractiveness.

In summary, MySpace's failure has been a result of a confluence of factors, including competition from the more user-friendly platforms, technical challenges, mismanagement, legal battles, and the platform's inability to adapt to changing user preferences and industry trends.

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PENULISAN MESEJ NOTIFIKASI YANG LEBIH BERKESAN: TEKNIK JEDA NAFAS

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Adakah anda suka menulis notifikasi panjang-panjang? Adakah anda merasakan semakin panjang apa yang anda tulis, maka semakin baik penyampaiannya? Tahukah anda tentang peranan jeda nafas dalam penulisan notifikasi? Soalan-soalan di atas berkemungkinan menceritakan tentang karakteristik berkenaan penulisan notifikasi yang anda lakukan. Untuk artikel ini, saya lebih mengkhususkan tentang penulisan mesej notifikasi menggunakan telefon pintar anda kepada para pelajar anda sendiri.

Secara amnya, ramai pensyarah menulis notifikasi menggunakan ayat-ayat yang agak panjang dan dalam bentuk perenggan. Ayat-ayat ini diolah seperti dialog antara seorang pensyarah dan pelajar-pelajarnya. Namun, pada hakikatnya, penyampaian mesej tersebut boleh menyebabkan kesesakan maklumat dek kerana perincian yang begitu banyak. Ini mencetuskan 'ketidakhadaman' para pelajar dalam memahami mesej yang disampaikan oleh pensyarah. Ia berikutan terdapat terlalu banyak mesej dan maklumat yang ingin dikongsi. Perkara ini berlaku kerana pensyarah tidak menulis notifikasi mereka menggunakan 'jeda nafas'.

Apakah yang dimaksudkan dengan jeda nafas itu? Bagaimanakah fungsi jeda nafas dalam penulisan? Menurut kamusbm.com, 'jeda' membawa makna waktu rehat: sampai waktu ~, belum ada kalah menang; 2. = berjeda berhenti sebentar; tidak ~ tidak putusnya, tidak henti-hentinya; 3. masa antara dua peristiwa atau tindakan. Sementara itu, 'nafas' pula bermaksud udara yang disedut ke dalam dan dihembuskan keluar dari paru-paru; menarik ~ menyedut udara (ke dalam paru-paru); menghembuskan ~ yang akhir (penghabisan) mati. Berdasarkan definisi berkaitan 'jeda' dan 'nafas' seperti tertera di atas, dapatlah difahami bahawa 'jeda nafas' ini bermaksud berhenti sejenak untuk mengambil sedikit ruang supaya dapat mengambil nafas atau menyedut udara.

Lalu bagaimanakah cara menulis mesej notifikasi yang berkesan kepada pelajar? Bagaimakah pula cara menyusun mesej tersebut? Sebenarnya, mesej anda tetap sama. Apa yang berbeza hanyalah pemisahan ayat-ayat dalam perenggan panjang menjadi perenggan yang lebih pendek dan kemas. Ayat-ayat yang melebihi tiga baris pula perlu dipotong atas diringkaskan menjadi lebih pendek. Ia tetap mesej notifikasi yang sama. Cuma

Photo by Hannah Olinger on Unsplash

persembahannya lebih pendek dan ringkas. Ini boleh dilakukan dengan menggunakan teknik jeda nafas yang saya sebutkan tadi.

Tetapi, apakah sebenarnya teknik jeda nafas itu? Seperi yang dijelaskan dalam definisi 'jeda' pada perenggan yang lalu, ia bermaksud 'berhenti sebentar' atau 'rehat sejenak'. Sebagai seorang manusia, bernafas adalah satu kemestian demi kesinambungan hidup. Hal yang demikian (bernafas) juga berlaku semasa kita membaca. Misalnya, di hadapan kita ada sebuah teks yang mengandungi sepotong ayat yang begitu panjang – kira-kira lima baris panjangnya, tanpa ada sebarang punctuation (tanda baca) langsung untuk berhenti sebentar. Tiada noktah. Tiada koma. Tiada tanda palang. Tiada titik bertindih. Tiada apa-apa. Hanya semata-mata ayat yang ditulis begitu panjang. Adakah anda mampu membacanya dengan hanya satu nafas? Adakah anda sempat membaca bermula daripada perkataan pertama sehingga perkataan terakhir dalam ayat tersebut hanya senafas? Saya percaya majoriti manusia biasa tidak mampu membaca sepotong ayat sepanjang lima baris dengan hanya bermodalkan satu nafas.

Itulah sebenarnya peranan jeda nafas. Ia memberikan anda ruang untuk bernafas. Sekiranya seseorang manusia biasa itu tidak dapat membaca sepotong ayat sepanjang lima baris, maka anda sebagai seorang penulis perlulah memendekkan ayat anda supaya bersesuaian dengan jeda nafas seorang manusia biasa. Tidak kiralah anda memotong ayat anda supaya kelihatan lebih ringkas atau anda menggunakan point form untuk menulis, yang pentingnya adalah ia mengikut jeda nafas. Namun, anda mungkin belum nampak lagi apa signifikannya menggunakan teknik jeda nafas ini. Untuk memberikan ilustrasi yang lebih jelas, saya bawakan satu contoh mesej notifikasi daripada seorang pensyarah kepada pelajar-pelajarnya, seperti berikut:

> *Assalamualaikum WBT. Minta perhatian semua students. Pada minggu depan, seperti yang tertera pada course information kursus ini, kamu semua akan menduduki satu ujian bertulis berkaitan beberapa chapters yang kamu dah pelajari sejak dari Week 1 sehingga Week 6. Seperti yang telah dimaklumi, kamu tidak dibenarkan membawa sebarang nota atau buku teks kamu semasa ujian berlangsung. Sesiapa yang ditangkap kerana membawa nota rujukan semasa ujian akan dikenakan tindakan tatatertib. Ini adalah assessment penting yang kamu perlu duduki. Jangan kata kamu tak bersedia sebab saya dah maklumkan lebih awal dan memang dah tertera dalam course information. Saya tahu kamu semua busy dengan assessments untuk kod kursus lain. Tapi kamu juga perlu bersedia untuk ujian kod kursus saya sepertimana hak pensyarah-pensyarah lain juga. Time management is tremendously important!*
>
> (125 patah perkataan)

Kalau dilihat kepada mesej di atas, ternyata semua ayat yang ditulis oleh pensyarah berkenaan disampaikan dalam satu perenggan panjang. Ayat-ayat ini nampak terlalu 'padat' dan 'penuh' sekiranya dibaca dengan menggunakan skrin telefon pintar yang kecil itu. Apa salahnya sekiranya ayat-ayat dalam perenggan yang panjang itu dipisahkan menggunakan teknik jeda nafas? Mari kita chunk (potong) ayat-ayat tersebut menjadi perenggan-perenggan lebih pendek, seperti berikut:

> *Assalamualaikum WBT.*
>
> *Minta perhatian semua students.*
>
> *Pada minggu depan, seperti yang tertera pada course information kursus ini, kamu semua akan menduduki satu ujian bertulis berkaitan beberapa chapters yang kamu dah pelajari sejak dari Week 1 sehingga Week 6.*
>
> *Seperti yang telah dimaklumi, kamu tidak dibenarkan membawa sebarang nota atau buku teks kamu semasa ujian berlangsung.*
>
> *Sesiapa yang ditangkap kerana membawa nota rujukan semasa ujian akan dikenakan tindakan tatatertib.*
>
> *Ini adalah assessment penting yang kamu perlu duduki.*
>
> *Jangan kata kamu tak bersedia sebab saya dah maklumkan lebih awal dan memang dah tertera dalam course information.*
>
> *Saya tahu kamu semua busy dengan assessments untuk kod kursus lain.*
>
> *Tapi kamu juga perlu bersedia untuk ujian kod kursus saya sepertimana hak pensyarah-pensyarah lain juga.*
>
> *Time management is tremendously important!*
>
> (125 patah perkataan)

Jika dibandingkan dengan mesej notifikasi dalam perenggan panjang, mesej yang dipotong-potong ayatnya itu kepada perenggan-perenggan yang lebih pendek dan berselang itu agak 'melegakan' dan 'kurang stress' walaupun kedua-dua mesej tersebut sama sahaja jumlah patah perkataannya. Selain itu, pemotongan atau pembahagian perenggan kepada ayat-ayat yang lebih pendek juga adalah mengikut tema atau isi kandungan menurut maklumat tertentu. Walaupun mesej yang dipotong-potong itu kelihatan lebih mengambil ruang, ia 'melegakan' si pembacanya. Mesej tersebut tidak kelihatan terlalu jammed packed dengan informasi. Ia senang dibaca. Ia tidak nampak berserabut. Ia ada banyak ruang kosong. Mengapa? Kerana ia mengikut jeda nafas manusia.

Selain mengaplikasikan teknik jeda nafas ini semasa menulis mesej notifikasi kepada pelajar, teknik ini juga boleh dipraktikkan dalam penulisan anda di media sosial, iklan, dan sebagainya. Ini kerana penulisan menggunakan teknik jeda nafas memberi 'isyarat' kepada pembaca bahawa penulisan anda tidak terlampau 'sendat' dan 'padat' dengan maklumat. Ia juga memberitahu pembaca anda bahawa anda memberikan 'ruang' kepada mata mereka untuk membaca mesej anda. Secara psikologinya, ia juga memberi idea kepada pembaca anda bahawa mesej anda tidak 'merimaskan' atau 'memenatkan' kerana terdapat jarak antara satu ayat dengan ayat yang lain, atau satu perenggan pendek dengan perenggan pendek yang lain. Selain itu, pembaca juga akan perasan bahawa kadar baris untuk sesuatu perenggan juga secara relatifnya pendek, iaitu tidak melebihi tiga baris. Kajian pakar copywriting seperti Aqif Azizan, pengasas akademi copywriting bernama WritetoWealth, juga menyatakan bahawa penulisan dalam media sosial yang menggunakan jeda nafas mempunyai peluang yang lebih cerah untuk dibaca oleh followers, mendapat tanda suka dan komen, dan tidak diskrol naik ke atas dalam lingkungan beberapa saat (salah satu tanda penolakan oleh followers) seperti kebanyakan penulisan yang panjang menggunakan perenggan yang terlalu padat dengan maklumat.

Sebagai kesimpulannya, penulisan mesej menggunakan peranti mudah alih adalah salah satu wadah komunikasi antara pensyarah dan pelajar. Teknik ini amat berguna dalam banyak penulisan notifikasi termasuklah ayat-ayat jualan yang digunakan oleh online marketers, penulisan kapsyen oleh pengguna-pengguna media sosial, dan karangan emel rasmi untuk urusan tertentu. Menggunakan teknik ini boleh memberikan kesan yang lebih mendalam kepada pembaca berbanding penulisan dalam bentuk perenggan panjang. Oleh itu, teknik jeda nafas ini sangat disyorkan berikutan ia selari dengan fisiologi sistem pernafasan seseorang manusia itu sendiri dan pengalaman membaca untuk mendapatkan maklumat.

...

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Dulu-Dulu...

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Kaedah kita dibesarkan boleh dikatakan berbeza antara satu sama lain. Walaupun mungkin ada sedikit sebanyak persamaan, lain ibu dan ayah, maka lainlah juga kaedahnya. Aku sendiri masih bergelut sebenarnya, antara menggunakan kaedah lama dan memodenkan praktis dulu-dulu supaya bersesuaian dengan anak-anak zaman sekarang. Namun begitu, banyak kisah yang masih kekal di ingatanku. Maka aku terpanggil untuk coretkan dan kongsikan di sini.

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"***Tinggalkan baldi tu untuk nenek***".
Kisah ini abang sulungku pernah kongsikan satu ketika dahulu. Seusai mengerjakan sawah di Simpang Empat, Alor Setar, arwah ayah dan abang singgah ke rumah arwah nenek sebelah emak. Mereka bertanya khabar dan belikan barang-barang keperluan nenek. Biasalah, lepas ke sawah, banyaklah peralatan diangkut sekali. Antaranya baldi baharu yang ayah beli untuk mengisi baja. Semasa hendak bersiap balik, nenek bertanya kepada ayah, "*Kat mana ceq beli baldi tu Ismail? Elok mak tengok*". "*Kat kedai Cina Tanah Merah, mak*", jawab ayah. Sejurus selepas tu, ayah terus berpesan kepada abang, tinggalkan Sahaja baldi itu untuk nenek. Namun, abangku kehairanan. Dalam hatinya berkata, kan ayah baru saja maklumkan kedai mana untuk nenek beli nanti. Kata ayah, "*Bila nenek dah bertanya tu, maknanya nenek berkenan la tu. Hadiahkan saja. Boleh saja kita singgah beli yang baru nanti*". Terdiam abangku. "*Hidup jangan berkira*", kata ayah. "*Lebih-lebih lagi dengan ibu bapa*", ujarnya lagi. Selain itu, antara yang aku pernah perasan sepanjang aku adalah setiap kali abang chik (abang kedua) aku memakai baju abang Mad (abang bongsuku), maka haruslah abang Mad tak akan ambil semula baju itu. Diberinya terus kepada abang Chik. Sangkanya kalau abang Chik suka, maka ambil sahajalah. Benar, duit boleh dicari. Ini kerana menghadiahkan sesuatu meskipun kecil boleh menyemai kasih-sayang dan ingatan berpanjangan.

"***Peluk abang, kakak dan adik. Sayang pipi tu…***".
Ayah akan selalu berpesan, setiap kali nak berpisah atau kami adik-beradik mahu ke mana-mana, jangan lupa memeluk satu sama lain. Jangan lupa kucup pipi atau dahi adik-adik. Bagi orang Kedah, kucup atau cium pipi itu disebut sayang ("*sayang pipi*"). Masih terngiang-ngiang di telinga suara ayah, "*Haaa…salam abang, salam kakak, jangan lupa peluk dan sayang pipi adik*". Kenapa ayah sentiasa pesan macam tu? Rupa-rupanya, kaedah itu mengeratkan hubungan, terasa sentiasa ada dan dekat di jiwa.

"***Fikri, esok naik bas. Hantar duit kat adik di asrama***".
Pagi-pagi lagi abang Chik dah bersiap sebab malam tadi ayah dah pesan, esok jangan lupa ke Sungai Petani untuk tolong hantarkan duit belanja sama ada kepada abang Mad atau mungkin kepada kak Chik di asrama. Kenapa ayah tak pergi sendiri? Kan senang kalau ayah naik motor. Cepat sikit sampainya. Kalau abang Chik naik bas, mahu dua-tiga kali kena tukar bas baru sampai. Tetapi itu lagi satu kaedah yang ayah pakai untuk mendidik anak-anak. Masih teringat lagi kak Chik pernah bercerita. Sebaik sahaja ternampak abang Chik menunggu di pondok wakaf di tepi asrama, terus kak Chik berlari dan memeluk abang Chik kuat-kuat. Jauh abang Chik berjalan dari hentian bas ke kawasan sekolah. Berpeluh-peluh tukar bas dan jalan kaki semata-mata untuk hantar duit belanja untuk adik-adik.

Pernah juga abang Chik tunggu lama sebab abang Mad keluar outing di hujung minggu bersama kawan-kawan. Yelah… Tidak terjangka yang abang Chik akan datang. Zaman tak ada telefon. Bergenang juga air mata abang Mad tengok abang Chik berjam-jam menunggu di bawah pondok menunggu.

Apabila dikenang semula, semua itu pengikat kasih-sayang. Kisah seorang ayah yang secara halus dan dalam diam menyemai ikatan. Ikatan yang perlu dijaga supaya kekal terjalin meskipun ayah sudah tiada suatu hari nanti. Semoga apa yang disemai semasa kecil akan sentiasa dipegang dan dibawa sehingga ke hari tua.

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Hati Emas

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Jika dalam isu yang lepas, saya telah mengulas lagu Seroja dendangan Dato' Jamal Abdillah, namun pada kali ini saya terpanggil untuk menelusuri makna tersirat di sebalik bait-bait kata yang dilontarkan dalam lagu Hati Emas, iaitu sebuah karya seniman yang tidak asing lagi, Dato M. Nasir. Lagu ini telah diterbitkan pada 1981 dan dicipta dan ditulis sepenuhnya oleh Dato' M. Nasir sendiri. Pada saya, karya-karya Dato' M. Nasir memerlukan kita berfikir di luar kotak. Boleh dikatakan semua lirik lagu karya Dato' M. Nasir bukan ditulis secara biasa-biasa. Jarang sekali bait-bait kata yang dilontarkan dinyatakan secara tersurat. Kebanyakannya mengandungi maksud yang tersirat.

Dalam kosa kata Bahasa Melayu, Hati Emas itu merupakan salah satu peribahasa orang Melayu yang membawa maksud orang yang sangat baik hati. Orang yang bersifat pemurah, sabar, mesra, tidak mudah kecil hati, dan tidak suka mengecilkan hati orang lain itu dikatakan orang yang berhati emas. Dalam kontek seorang mukmin pula, dengan mengenali tingkat kesucian iman dan hati, Hati Emas merujuk kepada hati yang sejahtera ataupun hati yang telah kembali kepada fitrah asal yang tidak mempunyai titik noda dan dosa. Adakah mengembalikan hati yang penuh dengan titik hitam kepada hati yang suci dan bersih itu satu perkara yang mustahil? Benar, ia susah, namun tidak mustahil dilakukan. Ada kaedah dan caranya. Dato' M. Nasir seolah-olah menyimpulkannya dalam lagu Hati Emas ini. Bermula dengan liku-liku hidup seorang hamba kepada kaedah untuk kembali kepada hati yang sejahtera. Mari kita rungkaikan satu-persatu.

Berjalan di tanah gersang, mentari mencengkam dada, debu-debu di jalanan, menjadi teman setia. Rangkap ini menceritakan perjalanan mencari jalan pulang kepada hati yang '*Kamilah*' (sempurna) atau sejahtera laksana menempuh perjalanan di musim kemarau, panas, kering, serta kontang dan keadaan ini adalah sangat sukar. Ditambah pula dengan hati yang kini sudah terpalit dan tercorak dengan titik-titik hitam ('debu-debu di jalanan') dek kerana dosa-dosa yang

Photo by Marek Studzinski on Unsplash

telah sebati dalam jiwa dan menjadi teman seperjalanan yang setia, menjadikan laluan untuk menyucikan hati menjadi bertambah mencabar.

Tiada lain tujuanku, hati emas yang ku cari, kisahnya di hujung dunia, mengapa tak ku temui. Bagi manusia yang dikurniakan hidayah, meskipun perjalanan mengembalikan fitrah hati itu adalah payah, namun niat dan keazaman pasti akan ada. Akan tetapi, jika tidak kena kaedahnya, akan lebih sukar hendak kembali kepada fitrah sebenar walaupun pelbagai kaedah telah dicari dan dicuba, kendatipun mungkin telah merantau ke seantero dunia.

Oh, terdengar suara halus! Bagai dengar dan menghilang. Katanya pulanglah oh anakku, ia tiada di sini. Dalam bait-bait kata pada rangkap ini, Dato' M. Nasir cuba menjelaskan bahawa sepanjang perjalanan untuk menyucikan hati dan jiwa ini, pasti akan ada bisikan-bisikan kecil yang akan mengatakan bahawa hati kita yang sedia ada ini adalah hati yang sudah cantik dan suci. Tidak perlu diubati lagi. Itu normal pada saya. Tetapi kita tidak sedar sebenarnya bahawa kita semua mempunyai hati yang sakit. Sakit yang tidak terasa sakitnya, sebab itu kita tidak sedar. Secara ringkasnya, dalam Islam, terdapat empat penyakit hati yang secara tidak sedar terbentuk, iaitu *Riak*, *U'jub*, *Takabbur*, dan *Sum'ah*. Keempat-empat penyakit inilah yang menutup dan menyelaputi hati sehingga fitrah asalnya yang suci sudah hilang. Hak hati yang suci dan bersih sebagai raja yang bertakhta yang sepatutnya menjadi nakhoda yang membawa kita ke jalan yang diredai Allah kini telah diambil alih oleh empat penyakit ini, menjadikan perjalanan kita tersasar daripada laluan sebenar.

Kembara, puas sudah ku mengembara. Ke mana perginya oh cahaya, mencari hati emas bukannya mudah. Di masa kini adakah kau peduli? Dato' M. Nasir mengatakan

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bahawa kadang-kala manusia boleh berputus asa dalam proses mendapatkan Hati Emas ini. Yelah! Kitakan manusia biasa. Cuma di zaman sekarang, ramai yang tidak sedar tentang peri pentingnya mengembalikan fitrah hati. Ramai yang tidak sedar bahawa memiliki Hati Emas itu penting kerana itulah asal-usulnya keadaan hati kita, suci murni tanpa noda-noda dan titik-titik hitam. Akan tetapi, disebabkan penyakit hati yang menyelaputi, kita sudah tidak rasa ada keperluan untuk mencari Hati Emas yang hilang. Dapat dilihat dengan jelas dalam kalangan kita yang sering merasakan diri sudah baik dan telah melaksanakan amal soleh, dan yang paling bermasalahnya adalah apabila kita tidak rasa segan-silu untuk mewar-warkan tentang kebaikan yang dibuat. Tetapi mereka yang benar-benar berhati emas akan menyembunyikan kebaikan. Jadi, tidak hairanlah jikalau Dato' M. Nasir bertanya "*Adakah kau peduli?*" tentang perlunya memiliki Hati Emas. Ini kerana pada sangkaan kita, kita sudah baik dan 'berhati emas'.

Mungkinkah dikau miliki, hati emas murni suci. Inginku menjadi sahabatmu, hingga akhir hayat nanti. Apa yang ditekankan adalah mendampingi mereka yang telah memiliki Hati Emas. Maka kita wajarlah bersahabat dan mendampingi mereka yang sudahpun berada di jalan menuju reda Allah kerana dalam kalangan kita, mungkin ada yang sudah temui tahap hati yang '*Mutmainnah*' menuju '*Kamilah*'. Ini jelas dinyatakan di dalam Surah al-Kahfi ayat 17:

وَمَنْ يُضْلِلْ فَلَنْ تَجِدَ لَهُ وَلِيًّا مُّرْشِدًا

Bermaksud:

> *"Dan barangsiapa disesatkan-Nya, maka engkau tidak akan mendapatkan seorang penolong (Guru Mursyid) yang dapat memberi petunjuk kepadanya*".

Oleh itu, marilah kita panjatkan doa setiap hari semoga kita sentiasa dikurniakan hidayah dan petunjuk dan semoga Allah takdirkan kita agar bertemu dengan seorang guru yang dapat memimpin kita menuju Hati Emas dan reda Allah. Pernah seorang ahli sufi melontarkan kata-kata bahawa "*tidak akan ada orang yang dapat mengenal Allah tanpa berguru*".

Adakah betul huraian yang saya buat terhadap lagu ini? Oh! Saya tidak boleh dengan yakin menyatakan bahawa intepretasi saya ini adalah betul dan benar. Intepretasi kita barangkali jauh berbeza. Namun, jika ulasan yang saya buat ini membawa makna yang sama, maka semoga ia menjadi manfaat dan menggerakkan hati kita semua untuk sama-sama menuju Hati Emas. Allahumma Amin!

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A STORY OF A HAMMER AND A NAIL

A hammer; Who doesn't know what a hammer is?
A nail; Who couldn't picture it in mind?
They're tools that build many things
A symbol for constructions
Is true for colonialism in disguise

For many
One tool plays victim
Another tool is assailant by design
The strong dominates the weak
That's a so-called life…

But I think and contemplate
There's a purpose and reason behind the curtain
Like a friend helping a friend
Or upper teeth and lower teeth
Cutting, grinding, and chewing food

Can you see a house roof?
There's a triangular shape and roofing design
Inward slope with upper and lower points
They're helping each other
Protecting us from strong wind, rain, and unbearable heat

Can you see a pride of lions?
With sharp teeth and claws
Ripping fresh wild carcasses
But they're just agents
Maintaining the balance of the ecosystem

Can you see a colony of ants?
Millions of small entities crawling on dirt and lines of roots
Foraging for tiny food and light substance
For the dwellers of the nest underground
They know what they do to live through

Being a king on a noble throne ruling a sovereign land
Or being a slave kept in bondage for life
Is like a story of a hammer and a nail
No matter what tool you're
What your purpose's that counts

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GULA PRAI DAN KUASA MONOPOLI

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Terletak di pantai barat laut Semenanjung Malaysia, MSM Prai Berhad mengendalikan kilang penapisan gula Prai di Pulau Pinang. Ianya merupakan kilang penapisan gula terbesar di Malaysia dengan kapasiti pengeluaran tahunan sebanyak 960,000 tan gula bertapis. Sebagai pengeluar gula terkemuka di Malaysia, MSM menghasilkan rangkaian produk gula yang pelbagai, tersedia dalam pelbagai gred dan saiz pembungkusan, berkualiti premium, memperolehi sijil halal dan dikategorikan sebagai memonopoli keseluruhan pasaran.

Gula mempunyai rasa unik dan sifat fungsinya dapat mencabar untuk direplikasi dengan pengganti yang lain. Walaupun pemanis tiruan dan pemanis alternatif wujud, ia mungkin tidak memberikan rasa atau ciri yang tepat seperti yang dilakukan oleh gula. Oleh itu, pengguna mungkin kurang bersedia untuk beralih kepada barang pengganti (substitute good) walaupun harga gula meningkat. Akibatnya, pengguna kurang sensitif (inelastic demand) terhadap perubahan harga kerana mereka menganggap gula sebagai barang yang diperlukan dan alternatif yang ada mungkin tidak memenuhi keperluan atau pilihan mereka dengan secukupnya.

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Ini menjadikan pengguna kurang responsif terhadap perubahan harga gula atau disebut sebagai permintaan tidak anjal (inelastic demand), yang mana, pengguna akan tetap membeli barangan berkenaan walaupun harga yang ditawarkan lebih tinggi. Hal ini terjadi kerana barang berkenaan (gula) tidak ada barang pengganti tepat (close substitute).

Gula mempunyai rasa unik dan sifat fungsinya dapat mencabar untuk direplikasi dengan pengganti yang lain. Walaupun pemanis tiruan dan pemanis alternatif wujud, ia mungkin tidak memberikan rasa atau ciri yang tepat seperti yang dilakukan oleh gula. Oleh itu, pengguna mungkin kurang bersedia untuk beralih kepada barang pengganti (substitute good) walaupun harga gula meningkat. Akibatnya, pengguna kurang sensitif (inelastic demand) terhadap perubahan harga kerana mereka menganggap gula sebagai barang yang diperlukan dan alternatif yang ada mungkin tidak memenuhi keperluan atau pilihan mereka dengan secukupnya. Ini menjadikan pengguna kurang responsif terhadap perubahan harga gula atau disebut sebagai permintaan tidak anjal (inelastic demand), yang mana, pengguna akan tetap membeli barangan berkenaan walaupun harga yang ditawarkan lebih tinggi. Hal ini terjadi kerana barang berkenaan (gula) tidak ada barang pengganti tepat (close substitute).

Langkah bagi mengawal harga gula agak mencabar kerana ia dipengaruhi oleh pelbagai faktor, termasuklah dinamik penawaran dan permintaan, kos pengeluaran, keadaan cuaca, dasar kerajaan dan trend pasaran global. Kenaikan harga gula secara langsung akan memberi kesan kepada kenaikan harga barang lain yang menggunakan gula sebagai bahan pelengkap. Contohnya air minuman bergula, kuih muih, kek dan lain-lain. Mungkin telah sampai masanya untuk Malaysia memansuhkan kuasa monopoli gula yang ada sekarang kepada persaingan yang lebih sempurna bagi mengatasi masalah kenaikan harga gula pada masa akan datang.

Beberapa masalah yang biasa dikaitkan dengan isu monopoli:

Syarikat monopoli mempunyai keupayaan untuk menetapkan harga tanpa menghadapi persaingan yang ketara;

Syarikat monopoli sering menghadkan pilihan pengguna dengan menawarkan rangkaian produk atau perkhidmatan yang terhad, kurang inovasi dan kepelbagaian dalam pasaran;

Kurang motivasi untuk melabur dalam penyelidikan dan pembangunan atau memperkenalkan teknologi baharu kerana tidak perlu bersaing; dan

Syarikat monopoli lebih dominan dan sering mewujudkan halangan untuk kemasukan pesaing berpotensi dan menyukarkan perniagaan baharu untuk memasuki pasaran.

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Bagi mengawal harga gula, ianya memerlukan pendekatan yang komprehensif melibatkan pelbagai aspek, kerjasama antara pelbagai pihak berkepentingan dan pertimbangan kesan jangka pendek dan jangka panjang. Keadaan ekonomi dan pasaran, faktor serantau dan global juga perlu dinilai dengan teliti dalam membangunkan strategi kawalan harga yang berkesan.

Berikut ialah beberapa langkah yang berpotensi membantu dalam mengurus dan menstabilkan harga gula:

Menggalakkan dan menyokong pengeluaran gula dalam negeri bagi membantu mengurangkan pergantungan kepada gula import dan menstabilkan harga;
Menggalakkan penanaman dan pengeluaran pemanis alternatif atau pengganti gula supaya pengguna ada lebih banyak pilihan dan mengurangkan pergantungan kepada gula tradisional;
Mengawal spekulasi dalam pasaran komoditi; Mendidik pengguna tentang kesan penggunaan gula berlebihan yang berpotensi mempengaruhi tingkah laku pengguna; dan
Menggalakkan penyelidikan dan pembangunan teknologi dalam menambah baik amalan pertanian, hasil tanaman dan teknik pemprosesan gula yang mampu meningkatkan produktiviti, kecekapan serta mengurangkan kos pengeluaran.

Buat masa ini, sesetengah pasaraya dan kedai runcit menghadkan gula kepada 3 kg setiap pembelian dengan harga lama (pembungkusan lama). Dengan pembungkusan yang baharu nanti, semestinya harga gula yang baharu akan lebih tinggi diperkenalkan. Sudahkah rakyat Malaysia bersedia?

Perlu diambil perhatian bahawa walaupun gula memberikan faedah tertentu, penggunaan berlebihan boleh memberi kesan negatif kepada kesihatan kita. Banyak kajian yang dijalankan mengakui bahawa pengambilan gula tambahan secara berlebihan terutamanya dalam minuman yang diproses dan bergula menyumbang kepada masalah obesiti, diabetes, penyakit jantung dan masalah kesihatan lain. Oleh itu, adalah penting untuk mengambil gula secara sederhana dan memilih sumber yang lebih sihat seperti buah-buahan yang membekalkan gula semulajadi bersama-sama dengan nutrien dan serat penting.

Rujukan : https://www.msmsugar.com

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Turmeric and Coffee : The Surprising Ingredients for Generating Short-Pulsed Laser

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Image credit: istockphoto.com/14031857

Fiber lasers have emerged as a highly versatile and reliable technology, widely used across scientific, medical, and industrial domains. Compared to bulk lasers, they offer superior performance thanks to their compact and easy-to-use design, which eliminates the need for complicated alignment procedures. The pulsed operation of the fiber lasers is particularly beneficial as it allows for a significant boost in instantaneous power, enabling the driving of nonlinear optical processes and facilitating high-resolution, time-resolved applications.

Various methods are available for generating pulsed-laser emission, but passive mode-locking or Q-switching techniques utilising a saturable absorber (SA) are often preferred. The SAs are materials that display an intensity-dependent transmission, allowing for a wide range of pulse parameters to be accessed without needing complex and expensive electrically-driven modulators. There are two types of the SAs, known as the real SAs, which naturally exhibit a nonlinear decrease in absorption as light intensity increases, and the artificial SAs, which use nonlinear effects to simulate the behaviour of a real, saturable absorber.

Real saturable-absorber (SA) materials with one-dimensional (1D), two-dimensional (2D), and three-dimensional (3D) structures have emerged as promising devices exhibiting intensity-dependent absorption since 2000.

These developments have played a significant role in advancing next-generation photonics and optoelectronic technologies. Surprisingly, recent research has shown that environmentally friendly resources, such as coffee and turmeric, can also be used to generate laser light. For instance, Rusdi et al. (2020) have successfully demonstrated passively Q-switched pulse fiber lasers using a saturable absorber made from spent coffee grounds (SCG). The SCG powder has been purified and embedded with polyvinyl alcohol (PVA) to form a thin film, which has then been integrated into three different fiber-laser cavities, including ytterbium-doped (YDFL), erbium-doped (EDFL), and thulium-doped fiber lasers (TDFL), to realise a Q-switching operation. Al-Hiti et al. (2021) have reported a passively Q-switched EDFL at 1566.96 nm by applying an organic material based on turmeric as the SA. The material has also been prepared by embedding turmeric powder into a PVA film.

In summary, the use of natural materials, such as coffee and turmeric as the SA devices in fiber-laser systems, offers several advantages, including eco-friendliness, low cost, and ease of fabrication. These materials have shown an excellent performance in generating pulsed lasers at various wavelengths, making them suitable for various photonic applications. Future research in this area could explore other environmentally friendly materials that can be used as the SA, potentially leading to even more sustainable and cost-effective fiber-laser systems.

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Enhancing Food Safety with SPR Biosensors

Food safety refers to measures and practices taken to ensure that food is free from harmful contaminants and pathogens, making it safe for human consumption. This includes everything from food production, processing, packaging, and storage to the handling and preparation of food by consumers. The goal of food safety is to identify and control potential hazards such as bacteria, viruses, chemicals, and physical hazards at every stage of the food supply chain to minimize the risk of foodborne illness and protect public health.

The utilization of SPR biosensors in food analysis has significant potential for enhancing food safety. These sensors have the capability to detect a broad spectrum of analytes, such as proteins, peptides, antibodies, toxins, and bacteria, with high accuracy and sensitivity. This real-time identification of potential contaminants and pathogens in food samples allows for prompt and appropriate measures to prevent outbreaks of foodborne diseases. For example, SPR biosensors can detect the presence of food allergens such as gluten or peanuts in food products, helping prevent allergic reactions in susceptible individuals. SPR biosensors can also monitor food quality and safety throughout the entire food supply chain, from farm to table. For instance, they can detect pesticide residues in crops, monitor the freshness of seafood, and detect bacterial contamination in meat and dairy products.

An SPR biosensor typically comprises two main components: an optical system that excites and interrogates surface plasmons and a biomolecular recognition element that is immobilized on a metal layer and used to capture and identify target analytes in a sample, as shown in Figure 1. When a food sample is introduced to the biosensor, any analytes present in the sample that bind to the recognition element cause a change in the refractive index of the metal layer, which is detected through the shift in the SPR signal. This shift is proportional to the amount of bound analyte, allowing for the precise quantification of contaminants or pathogens and the determination of binding kinetics, specificity, affinity, and concentration of biomolecules in the food sample. The change in refractive index is caused by variations in mass and chemical reactions occurring on the sensor surface during the binding event. The binding rate gradually decreases until the association and dissociation processes reach equilibrium. Additionally, the surface temperature can affect the refractive index.

In summary, SPR is a powerful label-free, highly sensitive, and real-time technique for studying the interaction between biological molecules on the surface of a sensor. It has various applications, including the detection of adulteration, biomolecules such as proteins, carbohydrates, vitamins, antioxidants, and nucleic acids, as well as in the detection of genetically modified foods, microorganisms, and more (Ravindran et al., 2023). The continued development of SPR biosensors with improved sensitivity and selectivity will likely expand their application in the future.

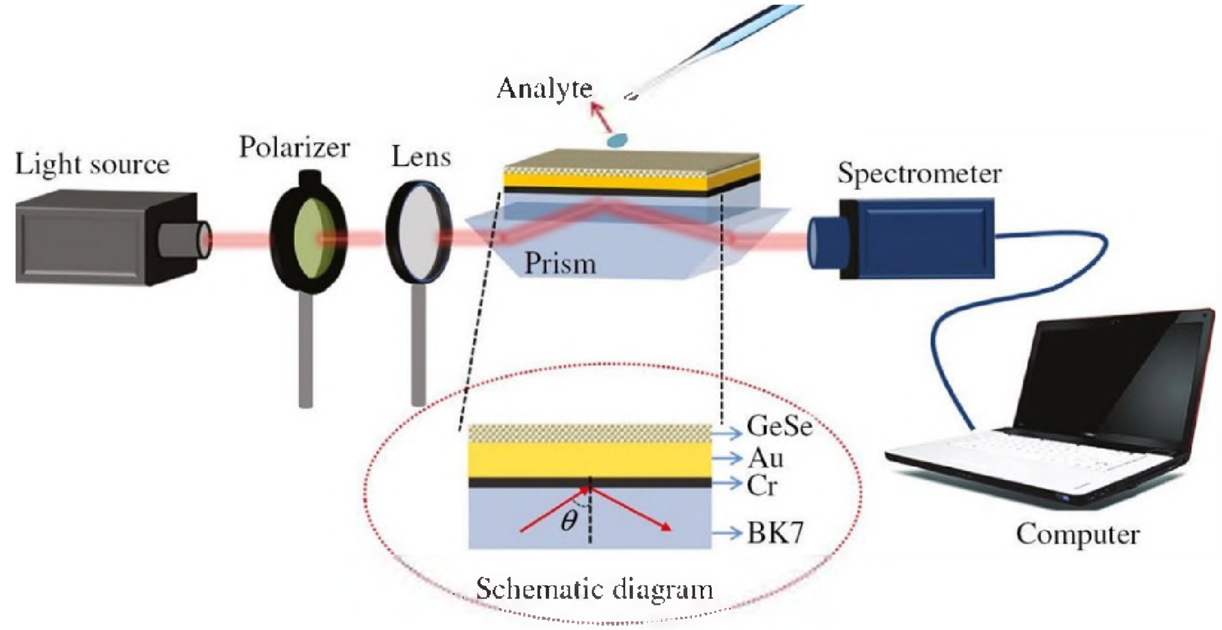

Figure 1. The basic experimental setup of an SPR biosensor (Zhao et al., 2020)

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RARE EARTH ELEMENTS (REES) 101 :

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WHAT IS REE ?

RARE EARTH ELEMENTS (REE)

Rare Earth Elements (REEs), a set of seventeen chemically similar but unique elements, have emerged as critical components in modern technology, industry, and scientific advancement. These elements, which are found in the bottom two rows of the periodic table, possess unique electronic, magnetic and optical properties that make them important in a variety of applications.

RARE EARTHS ARE CATEGORISED INTO LIGHT ELEMENTS (LANTHANUM TO SAMARIUM) AND HEAVY ELEMENTS (EUROPIUM TO LUTETIUM). THE LATTER ARE LESS COMMON AND CONSEQUENTLY MORE EXPENSIVE.

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Rare earth elements are quite prevalent in the planet's crust, with cerium ranking 25th at 68 parts per million. This makes it as plentiful as copper (Lynas rare earth, n.d.). Despite their name, rare earth elements are not particularly rare in occurrence; rather, their dispersion and extraction difficulties have contributed to their classification as "rare." Chemically, rare earths are strong reducing agents. Their compounds are generally ionic and they display high melting and boiling points. Rare earths are relatively soft when in their metallic state while those with a higher atomic number tend to be harder. Rare earths react with other metallic and non-metallic elements to form compounds each of which has specific chemical behaviours. This makes them indispensable and non-replaceable in many electronic, optical, magnetic, and catalytic applications. Rare earth compounds are commonly fluorescent under ultraviolet light, which can assist in their identification. Rare earths also react with water or diluted acid to produce hydrogen gas (Lynas rare earth, n.d.).

Rare earth elements (REEs) have grown in importance over the last decade as consumer electronics, electric vehicles, clean energy, and military equipment have grown in popularity. To accomplish advanced technological advancement, the development of REEs as a strategic mineral in modern society (MIDA, n.d,). This group of elements is used in the production of everything from smartphones and electric vehicles to renewable energy systems and advanced medical devices. As we delve deeper into the multifaceted world of rare earth elements, we uncover their significance in shaping the modern world and driving innovation across numerous sectors.

WHAT ARE REES USED FOR?

Rare Earth Elements (REEs) find application in a diverse range of industries and technologies due to their unique properties. REEs are widely used for a variety of purposes, including:

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ELECTRONICS AND TELECOMMUNICATION

REEs are essential for the production of various electronic devices, including smartphones, tablets, laptops, and flat-screen displays. They are used in the production of phosphors for LED screens, as well as in the magnets and electric motors found in devices like hard drives and headphones.

CLEAN ENERGY TECHNOLOGIES

REEs play a critical role in renewable energy technologies. Neodymium and dysprosium, for example, are used in the production of high-performance magnets for wind turbines and electric vehicle (EV) motors. REEs are also used in rechargeable batteries for hybrid and electric vehicles.

CATALYSTS AND CHEMICAL PROCESSES

REEs are used as catalysts in various chemical reactions, particularly in petroleum refining and environmental applications. Cerium is used in catalytic converters in vehicles to reduce emissions.

MEDICAL EQUIPMENT

Some REEs are utilized in medical imaging equipment, such as MRI machines. Gadolinium-based contrast agents are used to enhance the visibility of specific tissues during MRI scans.

CONSUMER ELECTRONICS

EEs are found in various consumer electronics, including speakers, microphones, and headphones, due to their ability to generate high-quality sound.

DEFENSE AND AEROSPACE

REEs are integral to the production of advanced defense technologies, including missile guidance systems, radar systems, and night vision equipment. They are also used in aerospace components due to their lightweight and high-strength properties.

LASER TECHNOLOGY

Neodymium-doped lasers are used in various applications, including laser engraving, laser cutting, and medical lasers for surgical procedures.

GLASS AND CERAMICS

Cerium is used in glass polishing, and yttrium is used in the production of high-temperature ceramics for applications like jet engines

NUCLEAR ENERGY

Some REEs have uses in nuclear reactors and fuel cells, contributing to the efficiency and safety of these technologies.

AUTOMOTIVE INDUSTRY

Apart from EVs, REEs are used in conventional vehicles as well. They are used in sensors, catalytic converters, and ignition systems.

WATER TREATMENT

Cerium and lanthanum are used in water treatment processes to remove impurities and purify drinking water.

PRECISION INSTRUMENTS

Some rare earth elements are used in precision instruments like atomic clocks and GPS devices.

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WHERE ARE REE FOUND?

The first rare earth was discovered in 1787 in a Swedish village (Lynas rare earth, n.d.)

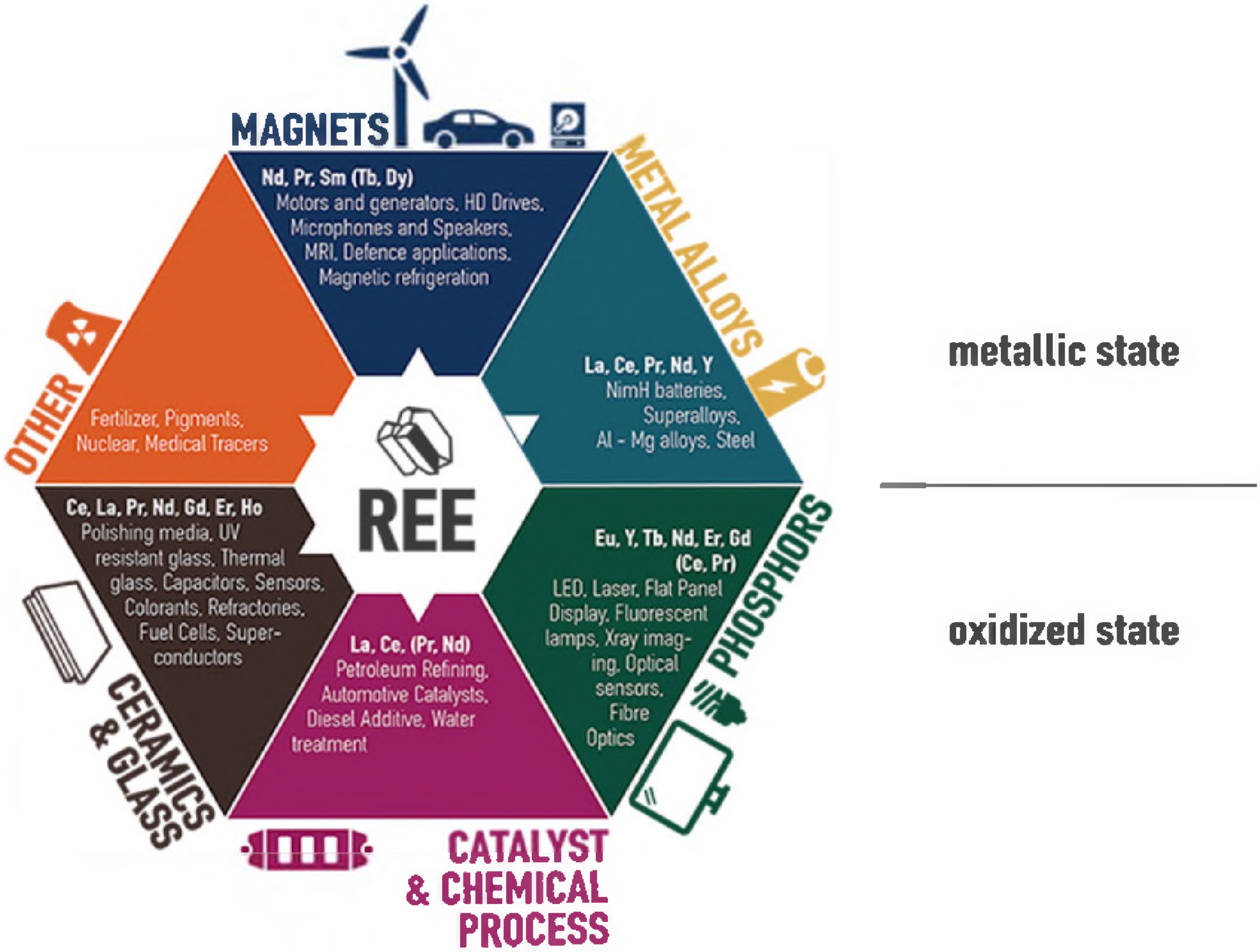
Rare earth elements are abundant all over the planet. Even our own backyards may contain trace amounts of rare earths, possibly a few parts per million. Although the rarest rare earth is nearly 200 times more abundant than gold, these oxidised minerals are considered to be rare because most deposits are of very low quality and concentration, making them uneconomical to mine (Lynas rare, n.d.). According to the USGS Rare Earths Report, the principal economic sources of rare earths are the minerals bastnasite, monazite, and loparite and the lateritic ion-adsorption clays.

The elements range in crustal abundance from cerium, the 25th most abundant element of the 78 common elements in the Earth's crust at 60 parts per million, to thulium and lutetium, the least abundant rare-earth elements at about 0.5 part per million. Rare earth minerals are currently produced in seven countries and regions, including China, Russia, the United States, Australia, India, Brazil, and Malaysia. Lanthanum and cerium accounted for approximately 60% of global rare earth use in 2012, followed by neodymium, yttrium, and praseodymium. The first rare earth was discovered in 1787 in a Swedish village (Lynas rare earth, n.d.)

China remains the world's greatest producer of rare earths. Inner Mongolia and Sichuan are the most important provinces for Chinese production. In 2022, the United States was the world's second-largest producer of rare earth elements, with 43,000 metric tonnes of bastnäsite mineral concentrates in rare earth oxide equivalent and 250 metric tonnes of rare earth compounds and metals produced. Nonetheless, the United States is a major importer of rare earths. As of 2021, China accounted for over three-quarters of all US rare earth imports, with the remainder coming from Malaysia, Estonia, Japan, and other countries (Garside,2023)

CONCLUSION

Rare Earth Elements (REEs) play an important role in modern society, enabling different technological advances and breakthroughs. These elements are required in the manufacture of electronics, renewable energy technologies, defence systems, and a variety of other uses. The global demand for rare earth elements (REEs) is increasing as our reliance on high-tech products and renewable energy sources grows. This demand, combined with current supply dynamics and increased public sector assistance, has the potential to benefit companies across the entire REE value chain.



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KODAK'S FAILURE IN INNOVATION

THE FIRST DIGITAL IMAGING TECHNIQUE 1970

Kodak was one of the most well-known brands in the field and significantly influenced the development of photography. Kodak was at the forefront of digital-image technology in the 1970s and 1980s. The first digital-imaging technique was created by them. In addition to developing the first megapixel sensor in 1986 and the first digital camera in 1975, Kodak also applied to get a patent for the technology, instead of accepting the digital revolution, though. Kodak kept concentrating on its conventional film business because it did not perceive a substantial threat from digital photography. This is because Kodak encountered difficulties switching their business model from film-based to digital photography despite their early success in the field of digital-imaging.

Kodak had concentrated on making high-quality photographic films with modest variations in the colour of the photographs generated and the pricing at which the films were provided before the digital disruption. In an effort to fill a variety of market gaps in the photographic industry, Kodak also produced cameras from inexpensive disposable versions to pricey, high-end, professional models.

Following that, sales of the digital cameras, which peaked in 2007, soon overtook the film cameras, which had previously gained ground.

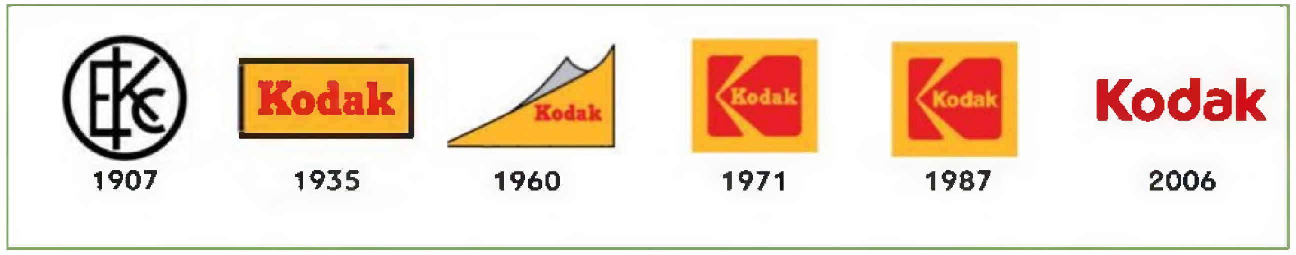

Figure 1: The evolution of the Kodak logo

Figure 2 below illustrates the approach taken by Fujifilm and Kodak to manage the disruptive innovation, which was the digital camera, and investigate the digital domain with its long-term prospects.

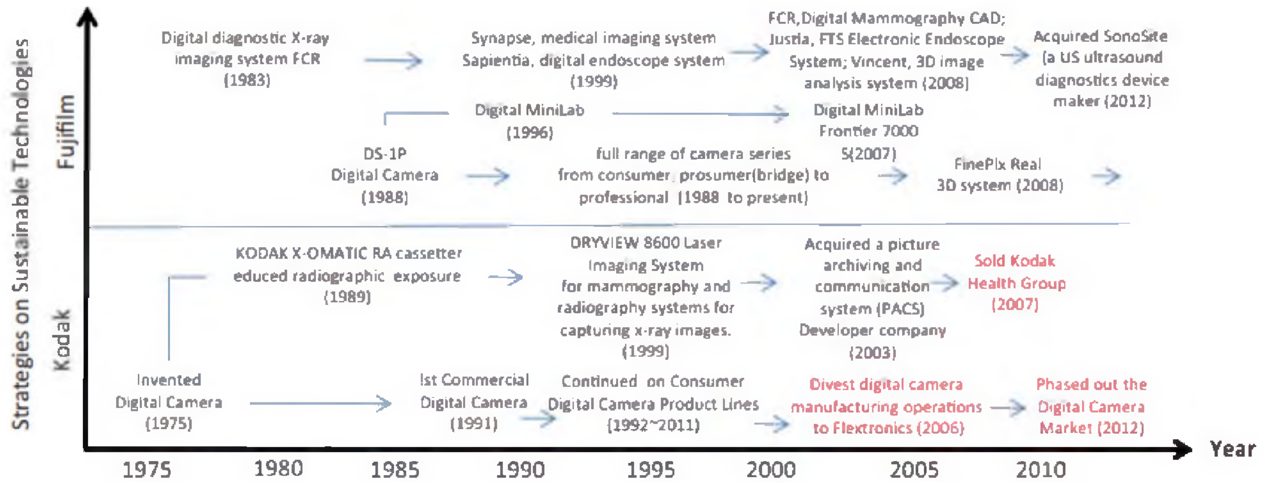

Figure 2 : Kodak and Fujifilm Strategy Paths for Disruptive Technology
Sources: Jonathan C. Ho and Hongyi Chen (2018)

KODAK DECLARED BANCRUPTCY 2012

Kodak declared bankruptcy in 2012 because it was unable to adjust to the way the photographic market was developing. Despite being a pioneer in the industry, Kodak's inability to successfully commercialise its own discoveries and change its business strategy ultimately contributed to its demise. Other businesses like Canon, Sony, and Nikon began to dominate the market for the digital cameras. Kodak's failure was significantly exacerbated by its tardy reaction to the growing digital trend. However, it was already too late for Kodak to catch up to its rivals when it realised the promise of digital photography. This situation should serve as a warning to businesses that neglect to identify disruptive technology and modify their strategies accordingly. Even with a strong history of innovation, a company can still fail if it does not navigate the shifting market dynamics effectively.

Lucas and Goh (2009) has attempted to explain Kodak's failure. They have proposed that middle managers' resistance to change, the company's culture, which was heavily influenced by the idea that "Kodak meant film", and the hierarchical structure at Kodak all contributed to the company's failure to adopt disruptive digital technology (Jonathan Ho & Hongyi Chen, 2018).

Nowadays, when a development is described as disruptive, the implication is that the entire sector has been upended and all technological knowledge has been rendered outdated. It is evident from the aforementioned studies that an innovation can disrupt several competencies in varying degrees. The failure of the Kodak firm has been attributed to a number of factors, such as:

1. Missed opportunities and strategic decisions;
2. Cultural challenges and organisational resistance;
3. Failure to anticipate and respond to market trends; and
4. Financial struggles and bankruptcy.

Kodak is still in business today although with a more constrained concentration on solutions for commercial imaging and printing. The company's history is a cautionary tale in the face of industry transformation because it exhibits both trailblazing breakthroughs and squandered opportunities in integrating digital technologies. These elements were combined to cause Kodak's collapse as it was unable to successfully pivot in the face of digital innovation and missed out new chances in the photography sector. Due to its financial difficulties, Kodak was unable to make enough investments in research and development to maintain its competitiveness.

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A CASE STUDY ON INNOVATION STRATEGIES BY FARM FRESH BERHAD

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Given the rapid market changes and intense competition, prioritizing innovation is crucial for businesses to remain competitive.

Over the years, Farm Fresh Berhad (FFB) has received feedback, particularly regarding the condition of its milk, for instances of curdling or turning sour. The quality and hygiene of our milk products have been critical concerns, as they can have adverse effects on customer health and perception. As a result, FFB has developed a range of healthy and nutritious products that are free from preservatives, artificial flavorings, coloring, and foreign substances.

Furthermore, we have implemented rigorous inspections and examinations at every stage of our processing operations to ensure the hygiene and safety of our packaging and handling, preserving the taste and quality of our products.

To tap into a new potential market, FFB has introduced a new product line, Farm Fresh GROW. This decision was based on customer feedback and demand for children's milk that is both nutritious and safe for health. Many existing milk products contain maltodextrin, vegetable oil, and calcium carbonate, which are not suitable for long-term growth in children. The Farm Fresh GROW product line has seen tremendous demand from customers seeking high-quality, nutritious milk for kids at a reasonable price.

Additionally, FFB has experienced high demand from schools and canteen markets for milk supply, leading to an expansion of its target market and distribution network.

Moreover, FFB has received positive feedback regarding the demand for an increased production of its Yarra Farm product range, which offers milk powder at a lower price point. The company has also achieved success with its best-selling products, including dairy-based Ready To Drink (RTD) chilled yogurt products and plant-based alternatives such as soy, almond, and oat milk.

As recorded, the year 2022 marked FFB's first year as a publicly-listed company on Bursa Malaysia. FFB has provided a comprehensive and detailed account of its operating activities in its inaugural Integrated Annual Report. This report highlights the company's significant achievements, including impressive sales and profits. In 2022, FFB achieved RM501.9 million in sales (compared to RM490.5 million in 2021) and RM78.5 million in profits (compared to RM32.8 million in 2021).

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PUBLICLY-LISTED 2022

FFB also secured its assets, expanding its landbank to a total of 5,416 acres in 2022 (from 4,916 acres in 2021) and maintaining a total of 10,309 dairy cows and bulls in 2022 (compared to 9,066 dairy cows and bulls in 2021).

Meanwhile, FFB has successfully increased its product visibility nationwide by leveraging e-commerce platforms, Fresh Farm Mart, home dealers, and regional stockists. The vertical integration strategy adopted by FFB has provided traceability throughout the value chain, optimized cost-efficiency through reduced import and third-party costs, and enhanced competitiveness in the markets.

EXPANSION PLAN

Additionally, FFB plans to expand its production capacity in Kyabram, Australia, to meet the growing demand for exports across the Asia-Pacific region. At the same time, the company aims to enter consumer dairy markets in Indonesia, the Philippines, and Hong Kong. Lastly, in 2021, FFB received the ASEAN Inclusive Business Award, and in January 2022, the company won two awards at the Putra Brand Awards: the Platinum Award in the Beverage (Dairy category) and the Putra Most Enterprising Brand of the Year.

INNOVATION STRATEGIES

1. Product Innovation
2. Process Innovation
3. Organizational Innovation
4. Markeeting Innovation
5. Eco-Innovation

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1 PRODUCT INNOVATION

FFB has developed healthy and nutritious products, which are free of preservatives, artificial flavorings and coloring, and foreign substances. Besides, FFB has also introduced a new growing milk for children, containing DHA, inulin, zinc, iron, Vitamins A and D, and reducing sugar. In addition, to ensure food safety and quality principles, the production facilities must be in accordance with Good Manufacturing Practice (GMP) and Hazard Analysis and Critical Control Points (HACCP). FFB has also planned to invest in expanding more healthy products that meet the nutritional needs of consumers.

2 PROCESS INNOVATION

FFB has implemented automated milking stations and an automated palletising system to create an effective manufacturing process. In addition, FFB has also invested in state-of-the-art equipment and progressively upgraded its facilities by equipping its central manufacturing hub. To secure the animal health and welfare practices catered to the tropical climate, FFB has collaborated progressively with tertiary institutions and research firms. This collaboration might create future long-term networking between both parties.

3 ORGANIZATIONAL INNOVATION

FFB has applied clear and open communication on products, resale prices, and distributor regulations. Furthermore, they have also penetrated rural schools and canteen markets and provided new sales opportunities by introducing a home-dealer programme.

FFB has intensively implemented certain strategies to cope with its employees, such as handling employees' complaints through clear and open communication, training courses to deliver role-specific knowledge and professional development, providing rewards for employee performance and promoting staff retention, and maintaining high standards in occupational health and safety.

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4 MARKETING INNOVATION

FFB has introduced digital sales and marketing channels, minimised distribution costs, and engaged a new generation of consumers.

FFB has continuously monitored prices and stock levels of raw materials to pre-emptively manage against volatility in supply and demand. To reduce the rising costs, FFB has increased the use of consumed grain to combat the rising costs from the Russia-Ukraine conflict, while to enhance the cost base and efficiency, the raw materials have been centrally procured to the fullest utilization.

5 ECO-INNOVATION

FFB has launched its first biogas plant in the Muadzam Shah and Taiping farms. Furthermore, solar PV projects have been opened in the Muadzam Shah and Larkin processing facilities. Adopting regenerative agriculture practices has reduced reliance on chemical fertilizers and methane emissions from animal waste. The other strategies have been reducing carbon footprint, increasing the proportion of products sold in sustainable and recyclable packaging, and setting specific sustainability-linked criteria for supplier evaluation.

FFB has anchored three key focus areas of Better Diary, Stronger Communities, and Healthier Planet (Figure 2). For Better Diary that suits SDG2 (Zero Hunger), SDG3 (Good Health and Well-being), and SDG15 (Life on Land), FFB has focused on producing healthy products, food safety and quality, and animal health and welfare.

For Stronger Communities that lie on SDG3 (Good Health and Well-being), SDG8 (Decent Work and Economic Growth), SDG9 (Industry, Innovation, and Infrastructure), and SDG10 (Reduce Inequality), FFB has created the local economic contribution, employee welfare, and youth outreach.

For a Healthier Planet, the strategies of regenerative agriculture, responsible water stewardship, climate action, and sustainable packaging have been targeted to achieve the SDG7 (Affordable and Clean Energy), SD12 (Responsible Consumption and Production), SDG13 (Climate Action), and SDG15 (Life on Land).

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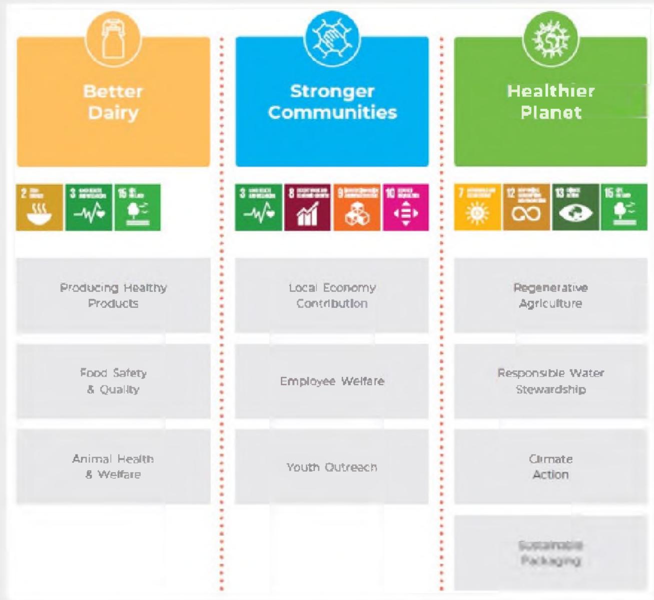

Figure 2. Farm Fresh Berhad Sustainable Focus Areas

CONCLUSION

Innovation plays a pivotal role in a company's expansion and market dominance. To thrive in today's fiercely competitive global economy, businesses must make efficient and productive use of their resources (Mohd Sam, Subramanian, & Mustafa, 2017). Effective performance measurement supports a competitive environment. As Dagan et al. (2021) suggest, the business landscape, with an increasing number of competitors and stakeholders, necessitates the continuous development of products and services to align with evolving consumer preferences. Given the rapid market changes and intense competition, prioritizing innovation is crucial for businesses to remain competitive. Moreover, another primary objective for companies is to maximize shareholder value. Dagan et al. (2021) mention that innovation enhances a business's profitability and cost-effectiveness. Concurrently, as highlighted by Mohd Sam et al. (2017), this objective can be achieved by implementing efficient methods that boost a firm's performance and through continuous monitoring of the firm's quality management implementation. The market performance of a company, as reflected in the share price on the stock exchange, serves as an indicator for assessing the firm's growth. In general, analysts consider a company financially secure if it holds a high-value market share, signifying its success in the market.

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PETALING JAYA INTERNATIONAL REMOTE-CONTROL POWERBOAT CHAMPIONSHIP 2023

ADAKAH SEKADAR HOBI?

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Hobi merupakan aktiviti yang dilakukan secara sukarela dan bukan sebagai pekerjaan utama. Hobi adalah sesuatu perkara yang dibuat tanpa ada tekanan ataupun kewajipan dan kebiasaannya dilakukan pada waktu lapang. Bagi seseorang yang mempunyai hobi, keadaan itu memberikan mereka kesenangan dan kepuasan peribadi selepas meluangkan sedikit masa untuk menjalankan aktiviti yang diminati. Secara langsung, hobi dapat membantu seseorang untuk melepaskan tekanan yang ada dan turut mengisi waktu lapang dengan cara yang lebih positif.

Selalunya, hobi tidak menghasilkan pendapatan secara langsung, tetapi, pada mereka yang pandai menggunakan peluang yang ada, hobi turut boleh menghasilkan pendapatan kepada penggemarnya terutamanya hobi yang melibatkan hasil tangan yang kreatif.

Terdapat pelbagai aktiviti yang berfaedah yang dapat dilakukan semasa waktu lapang seperti olahraga, seni, bercucuk tanam, membaca, mengembara, memasak dan sebagainya. Meminati permainan remote control juga merupakan hobi yang turut mendapat sambutan dari seluruh pelosok dunia. Hobi pada masa kini dapat dilakukan secara lebih meluas dengan penglibatan ramai orang dari pelbagai negara.

Baru-baru ini, pada Jun 2023 Majlis Bandaraya Petaling Jaya (MBPJ) berjaya mengumpul peminat-peminat RC bot dari tujuh buah negara dengan menganjur kejohanan "Petaling Jaya International Remote Control Powerboat Championship 2023" di Taman Tasik Bandaran Kelana Jaya. Kejohonan ini telah berjaya mengumpul peminat-peminat hobi dari dalam dan luar negara termasuk Brunei, Thailand, Vietnam, Indonesia, Emiriah Arab Bersatu (UAE) dan Kuwait.

Kejohanan ini merupakan kali ke-15 penganjurannya sejak pertama kali diperkenalkan pada 15 Januari 2009. Penganjuran ini telah menjadi sebagai acara rasmi tahunan dan dan dimasukkan kedalam kalendar Tourism Selangor. Kejohanan kali ini telah mendapat penyertaan dari 167 peserta bersama-sama 675 buah bot.

Penganjuran program seperti ini bukan sahaja dapat menambahkan integrasi sosial di kalangan peserta dan penonton, malahan turut dapat meningkatkan integrasi teknologi yang digunakan dalam menghasilkan bot yang lebih stabil dan laju. Peserta yang mempunyai kelebihan dalam penghasilan bot yang lebih baik, akan lebih cenderung untuk menghasilkan alat ganti yang boleh dikongsi bersama-sama peserta lain melalui hasil jualan. Contohnya bagi penganjuran ini, peserta-peserta daripada Vietnam, membawa alat ganti yang boleh dijual semasa program berjalan. Dari situ, berhasilnya bot-bot yang lebih berkualiti bagi memuaskan hati peminat-peminat hobi tersebut.

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TEKNIK PENGUCAPAN

Barack Obama

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Pengucapan awam dikhalayak memerlukan teknik berbicara yang berkeyakinan dan berkemahiran memujuk dalam menyampaikan maklumat. Kebanyakan pemimpin dunia, bijak berbicara dan mempunyai keyakinan yang tinggi apabila berhadapan dengan khalayak. Tidak hairanlah mengapa mereka dipilih sebagai pemimpin yang mempunyai kredibiliti semasa berucap. Salah satu contoh pemimpin dunia yang dihormati dan disegani semasa mengadakan pengucapan awam adalah Barack Obama.

Barack Obama atau nama penuhnya adalah Barack Hussein Obama II telah dilahirkan pada 4 Ogos 1961 di Honolulu, Hawaii, Amerika Syarikat. Beliau merupakan presiden Amerika Syarikat yang ke 44 dan merupakan keturunan berbangsa Afrika Amerika pertama yang memegang jawatan sebagai presiden Amerika Syarikat. Ayah Barack Obama merupakan seorang warga Kenya dan ibunya merupakan warga Amerika Syarikat.

Di sebalik ketrampilannya sebagai seorang pemimpin yang disegani, beliau juga berjaya mempengaruhi rakyat Amerika dengan menggunakan teknik bercerita melalui setiap ucapan yang disampaikan olehnya. Teknik ucapan ini yang digunakan oleh Barack Obama dapat meruntun hati rakyat Amerika.

Ucapan yang menggunakan teknik penceritaan dan cara penyampaian yang memikat hati khalayak adalah antara sebab dia diterima oleh khalayak iaitu rakyat Amerika. Dalam pengucapan awam beliau, teknik penceritaan sering dikaitkan dengan kisah peribadi beliau termasuklah kisah mengenai keluarganya. Antara teknik yang digunakan oleh Barack Obama adalah seperti berikut:

Teknik penceritaan

Menurut pengarang Stephen E. Lucas melalui bukunya "The Art of Public Speaking", teknik penceritaan merupakan salah satu teknik yang digunakan oleh pengucap semasa memulakan ucapan. Teknik ini biasanya digunakan oleh pengucap untuk menarik perhatian khalayak. Teknik ini merupakan teknik yang sangat bagus bagi menarik minat pendengar untuk turut serta dalam ucapan mereka. Kita sebagai pendengar juga suka kepada cerita terutama sekiranya ia mempunyai unsur-unsur dramatik dan suspen.

Apabila Barack Obama berbicara dikhalayak, beliau sering menggunakan teknik penceritaan. Hampir semua ucapan yang disampaikan oleh beliau mempunyai unsur penceritaan dan seringkali menggunakan teknik ini di awal ucapan beliau. Ucapan pertama beliau di Konvensyen Demokrat pada tahun 2004, telah menarik minat khalayak yang sekaligus menyebabkan beliau dikenali oleh pengikutnya. Beliau sering memulakan ucapan dengan bercerita mengenai kisah orang tuanya, kisah peribadinya, tentang masa lalunya, Amerika, imigrasi, persenjataan, harapan dan kisah-kisah lain yang berkaitan dengan topik ucapannya. Penceritaan yang digunakan juga menggunakan emosi untuk khalayak turut sama tertawa, menangis dan gembira dengan mencampurkan humor serta menggunakan intonasi, variasi suara, nada dan gaya bahasa badan dalam mengembangkan penceritaannya.

Penggunaan kontak mata

Penggunaan kontak mata amat penting untuk setiap pengucap semasa memberi ucapan. Dalam sebarang keadaan, kontak mata merupakan satu cara yang paling cepat untuk mewujudkan komunikasi dua hala dan pertalian dengan khalayak. Sesetengah budaya masyarakat berpendapat bahawa sekiranya tiada kontak mata adalah dianggap sebagai tidak jujur atau tidak ikhlas. Seseorang yang memberi ucapan dikhalayak yang tidak menggunakan kontak mata adalah dianggap sebagai seorang yang tidak mempunyai keyakinan diri, malu, takut, gugup dan tiada personaliti yang menarik. Barack Obama menggunakan kontak mata semasa memberi ucapan kepada puluhan ribuan khalayak. Beliau berucap seolah sedang berucap dengan setiap individu yang hadir mendengar ucapan beliau.

Sesungguhnya pengucapan awam yang baik adalah pengucapan yang tidak mengkritik individu lain. Sebagai contoh, Barack Obama tidak pernah mengkritik lawannya Hilary Clinton. Beliau tidak menjerit, mengutuk, memaki, mencari kesalahan atau membuka aib pihak lawannya. Beliau hanyalah menceritakan kisah hidupnya, pendapatnya dan hujahnya secara rasional. Disebabkan inilah beliau dihormati dan disegani sebagai seorang pemimpin bukan sahaja di Amerika Syarikat malah diseluruh dunia.

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PANDUAN MENINGKATKAN KEMAHIRAN PENGUCAPAN AWAM

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Pengucapan awam merupakan satu kemahiran komunikasi yang penting dalam kehidupan kita. Ini memberi ruang kepada kita untuk menyampaikan idea dengan jelas dan meyakinkan khalayak melalui maklumat yang disampaikan. Antara perkara penting yang perlu dititikberatkan oleh pengucap dalam meningkatkan kemahiran pengucapan awam adalah seperti berikut:

Latihan Berterusan

Latihan pengucapan awam secara berterusan merupakan salah satu cara untuk meningkatkan kemahiran berucap kita di khalayak. Cara terbaik yang kita boleh lakukan ketika membuat latihan pengucapan awam adalah berucap di hadapan cermin atau merakamkan ucapan kita dan memperdengarkan ucapan tersebut (untuk mengenalpasti kesilapan yang dilakukan). Dengan ini, ia dapat membantu kita untuk lebih yakin dan mahir berucap di hadapan khalayak.

Persediaan yang Cukup

Persediaan yang cukup dari segi mental dan fizikal juga amat penting sebelum berucap di hadapan khalayak. Sebelum memulakan ucapan, kita perlulah mengenalpasti dahulu siapakah khalayak. Kita perlulah membuat persiapan rapi dari segi mengenalpasti topik yang berkaitan dengan khalayak, menyediakan nota dan slaid untuk dirujuk oleh khalayak. Slaid yang akan disediakan juga perlulah meminimumkan teks dan perlu mempunyai imej yang menarik perhatian khalayak. Ini kerana khalayak lebih cenderung melihat gambaran imej yang dipaparkan sambil mendengar maklumat yang diterangkan oleh pengucap berbanding membaca teks yang panjang dislaid.

Penggunaan Bahasa Badan

Pengucap juga perlu berkemahiran dalam menggunakan bahasa badan. Kita perlu memperbaiki intonasi ucapan dan kefasihan dalam berbahasa. Penggunaan gerakan tangan dan ekspresi muka yang sesuai juga dapat menimbulkan emosi dan penekanan sesuatu ucapan. Begitu juga kontak mata terhadap khalayak amat penting untuk mewujudkan komunikasi dua hala dan pertalian antara pengucap dan khalayak.

Kelancaran Berbahasa

Apabila pengucap berucap di khalayak, perkara yang menyebabkan pengucap itu dihormati dan dipandang adalah kelancarannya berbahasa. Aspek ini merupakan aspek yang sangat penting semasa berucap terutamanya apabila menggunakan bahasa inggeris semasa berucap. Sesetengah daripada kita kurang lancar apabila menggunakan bahasa inggeris untuk berucap. Namun dengan latihan yang berterusan dapat melancarkan penggunaan bahasa kita sekaligus ucapan tersebut dilihat seolah-olah dibuat secara spontan. Untuk kelancaran bahasa, pembacaan buku bahasa inggeris dan latihan berucap menggunakan ayat bahasa inggeris amat perlu dalam meningkatkan perbendaharaan kata dan struktur ayat.

Mengendalikan Rasa Gugup

Setiap dari kita apabila berucap atau melakukan sesuatu dihadapan khalayak, pasti akan timbul rasa gugup. Ini termasuklah debaran jantung yang agak kencang apabila diberi peluang untuk berucap dihadapan khalayak. Menurut Stephen E. Lucas, pengarang buku “The Art of Public Speaking”, apabila anda berasa gugup semasa memberi ucapan ia adalah suatu perkara yang normal. Contoh yang diutarakan oleh Stephen E. Lucas termasuklah pemimpin dunia seperti Abraham Lincoln dan Winston Churchill juga berasa gugup semasa memberi ucapan awam. Contoh lain seperti di Malaysia, penyanyi Siti Nurhaliza juga akan mengemam gula-gula untuk menghilangkan rasa gugupnya. Setiap pengucap berpengalaman juga pasti mengalami rasa gugup dan mereka dapat mengawal rasa gugup yang dialami. Antara cara yang boleh dilakukan untuk mengendalikan rasa gugup adalah seperti berikut:

1. Perasaan gugup akan lama kelamaan hilang dengan memperbanyakkan latihan dan pengalaman dalam memberi ucapan awam.
2. Membuat persediaan awal sebelum ucapan sebenar berlangsung.
3. Berfikiran positif dan mempunyai keyakinan diri. Fikirkan kalau orang lain boleh buat, kita pasti boleh.
4. Menggunakan kuasa visualisasi. Kita perlu membuat bayangan yang kita memberi ucapan dikhalayak dengan jayanya. Imaginasi mental sebegini dapat meningkatkan kemahiran ucapan sebenar kita.
5. Anggap rasa gugup itu tidak wujud. Walaupun tangan kita berpeluh dan jantung berdebar-debar, khalayak tidak dapat melihat betapa tegangnya perasaan kita pada waktu tersebut. Walaupun kita rasa gugup, kita perlu cuba elak untuk dilihat oleh khalayak seperti intonasi lancar, tangan tidak berketar dan pandangan mata yang tepat pada mata khalayak. Ini dapat mewujudkan rasa yakin kita pada khalayak sekaligus khalayak tidak akan perasan sekiranya ada rasa gugup pada pengucap.
6. Tiada ucapan yang sempurna. Kita tidak boleh menjadi seorang yang sempurna, begitu juga ucapan yang akan dilakukan. Sekiranya anda melakukan kesilapan, jangan berasa panik, malu atau segan kerana kadang kala kesilapan berkemungkinan berlaku kerana kita adalah manusia biasa yang tidak lari dari melakukan kesilapan.

Mendengar Maklum Balas

Apabila kita berucap dikhalayak, maklum balas dari khalayak amat penting dalam meningkatkan ucapan kita. Soal jawab selepas sesi ucapan kita membolehkan kita mendengar komen dan memahami soalan yang diberikan dengan teliti. Dengan ini dapat membantu kita memperbaiki prestasi ucapan supaya kita tidak akan melakukan kesalahan yang sama pada masa akan datang. Maklum balas dari khalayak juga membolehkan kita menambahkan ilmu dan pengetahuan dalam sesuatu maklumat dengan pencarian yang lebih mendalam terhadap maklumat terebut.

Panduan berucap yang dikongsikan ini adalah diharap dapat meningkatkan kemahiran kita dalam berucap dihadapan khalayak sekaligus dapat membuat persediaan awal sekiranya diberi peluang untuk berucap. Panduan ini juga merujuk kepada buku "The Art of Public Speaking" yang pengarangnya adalah Stephen E. Lucas yang mempunyai pengetahuan yang hebat dan mendalam berkaitan pengucapan awam. Latihan yang berterusan dan persediaan awal merupakan kunci utama dalam mencapai kejayaan berbicara dikhalayak umum.

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Academic Dishonesty and ChatGPT

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Academic dishonesty refers to any behavior that undermines the integrity of the academic process, such as plagiarism, cheating, and data fabrication (Holden et al., 2021). One of the main challenges in clearly defining academic dishonesty is the existence of numerous cheating behaviors. Academic dishonesty can range from using concealed notes during a closed-book exam to copying a friend's assignment or even hiring third-party companies to write papers, prepare case reports, or obtain past versions of exams (Mukhtar et al., 2020).

However, academic integrity discussions often revolve around the topic of plagiarism, and text-matching software is currently the most widely used technique to address academic integrity concerns. Other threats to academic integrity are often overshadowed (Gamage et al., 2020).

Using ChatGPT to generate responses without proper citation or attribution could be considered a form of plagiarism, which is a type of academic dishonesty. When students utilize ChatGPT for academic purposes, they must ensure that the information is properly cited and acknowledged to avoid plagiarism. ChatGPT should be used by students as a complement to their studies and learning rather than as their primary source of information. It is essential to thoroughly analyze the material provided by ChatGPT and cross-check it with other sources before using it for academic purpoases. Consequently, ensuring that their work is unique and adheres to the institution's ethical standards is critical. If students are uncertain about how to use ChatGPT for academic purposes, they should seek assistance from their instructors and academic advisers.

However, ChatGPT can be a helpful tool for students in several ways when it comes to completing assignments. Here are a few ways ChatGPT can be useful:

Providing information and explanations: Particularly when students fail to comprehend a concept or need clarification on a topic, ChatGPT can offer information and explanations to aid comprehension. **Generating ideas:** If students are stuck on a writing project or need assistance brainstorming ideas, ChatGPT can provide prompts and recommendations to help stimulate their creativity. **Offering alternative viewpoints**: ChatGPT can present students with different viewpoints on a topic or issue that they may not have explored previously. This can help students think critically and gain a more comprehensive understanding of the subject. **Grammar and spelling checking:** ChatGPT can be used to check grammar and spelling in writing tasks. Simply enter content into ChatGPT to receive recommendations and edits.

While ChatGPT can be a useful tool, it should not serve as the primary source of information for students' tasks. Before using ChatGPT for academic purposes, it is vital to thoroughly evaluate the information provided by ChatGPT and cross-check it with other sources. Additionally, it is always a good idea to seek advice from lecturers or academic advisors on how to use ChatGPT effectively.

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Bukan Kerana Khuatir

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Bukan khuatir mengharung badai dan ombak
Cuma layar sedikit koyak dan sang kemudi terasa sesak
Dek bayu yang menghembus kuat
Dek mentari yang memerah keringat

Mungkinkah perlu untuk beristirehat bukan sekadar sejenak?
Malahan berjenak-jenak?
Kembali menyusun langkah dan merentak tari
Agar berdirinya sama tinggi, duduknya tiada yang mengeluh sendi

Tapi adakalanya... hajat dihati tak pernah terjadi
Duduk tersepit kaku dicelah mimpi dan realiti
Tak ku kayuh, risau hanyut dibawa arus gelombang
Nak ku kayuh, kudrat pula menjadi batu penghalang

Nah... jadi apa perluku buat sekarang?
Bila disoal hati, hati bilang tanya pada akal
Bila ditanya akal, akal bilang rujuk pada sendi
Bila dirujuk sendi, sendi pula tersimpul rapi

Bingung aku bingung!

Sedar-sedar... aku hanya berteman sendiri
Tiada lagi bayu yang menghembus kuat
Tiada lagi mentari yang memerah keringat
Hanya aku, kayuhku, kolekku dan lautan ini

Rupanya... diri ini masih lagi ingin ke daratan sana
Ku ambil semula kayuh dan ku tetapkan kembali haluannya
Biar kayuhnya pelan, tapi akhirnya merapat ke tebing di hujung hari
Kerana lautan yang terbentang luas bukan akhirnya di sini

Tapi entahlah...
Ini sekadar luahan insan kecil di tengah lautan sepi
Akulah nakhoda, aku jugalah anak kapalnya
Ada kalanya berbasa-basi, selalunya membungkam diri

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STRATEGIC EXCELLENCE IN TEAM SPORTS: TACTICS FOR VICTORY

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Tactics in sports encompass the precise plans and methods employed by teams or individuals to effectively accomplish their objectives within the context of a game or competition. Tactical judgments are frequently rendered dynamically and are subject to modification based on the prevailing circumstances. Team sports allow for the study of a complex set of intra-group dynamics and the limitations that may be encountered in addressing these concerns (Fornari et al., 2023).

Here are a few prevalent tactical aspects observed in the realm of sports.
Analyze Team Members: It is imperative to conduct a thorough examination of team members to acquire a comprehensive understanding of their respective strengths and limitations. The aim of this study is to determine the various talents, preferences, and inclinations displayed by each player. This information will aid in the development of a strategic plan that maximizes the team's areas of expertise while mitigating any potential shortcomings, thus strengthening the bond among team members. Trust and mutual comprehension boost the efficiency with which a team can implement its strategies (Salcinovic et al., 2022).

Study the Game: Engage in comprehensive analysis to foster a deep understanding of the rules and intricacies of the game in sports activities (Buekers et al., 2020). A solid understanding of these basic principles is essential for developing and implementing successful tactics.

Study Opponents: Investigate your opponents. Gain an understanding of their playing styles, assets, and weaknesses. Try to predict their strategies by identifying patterns in their previous matches.

Practice: Execute a strategic plan during training sessions. Refine the strategy and adjust as needed. The acquisition of skill in the technique you've designed requires active involvement from the player in training.

Mind Game: The utilization of psychological strategies, including verbal provocation, simulated physical harm, or deliberate attempts to disturb an adversary's focus, can be influential within the realm of sports tactics.

Team sports require a lifelong commitment to learning and mastering new tactics. Strategies need to be improved and refined, considering the changing conditions of the game and the relative strengths and weaknesses of one's own team and that of the opposition. Effective tactical decisions in sports often demand a deep understanding of the game, anticipation of opponent moves, and the ability to make quick and informed decisions under pressure. Coaches and athletes must collaborate to develop and implement these strategies to achieve success in their respective sports.

In the realm of team sports, the attainment of success is not solely contingent upon physical prowess or technical ability but rather a harmonious integration of strategic planning, collaborative effort, and unwavering commitment. In the pursuit of strategic excellence, achieving victory encompasses more than simply attaining a favorable final score. It includes instances of exceptional performance, the effective execution of a well-devised plan, and the interpersonal connections forged amidst intense rivalry. The strategies for achieving success discussed herein are not limited to their application in sports arenas but extend to encompass valuable life lessons related to discipline, adaptation, and unwavering perseverance. When athletes enter the field of play or observe from the sidelines, possessing knowledge of strategic prowess is imperative. It is important to acknowledge that in the realm of team sports, achieving success is not merely an outcome but rather an exhilarating and consistently distinctive journey.

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12 TIPS ON HOW TO HAVE A GOOD WORK-LIFE BALANCE

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A harmonious interaction between your personal and professional lives is what is meant by "healthy work-life balance". It entails actively prioritizing self-care and well-being while juggling your career and personal obligations.

Here are 12 tips for striking a healthy work-life balance:

Plan Ahead:
Make a plan to juggle work with social, recreational, or physical activity. If you often have many virtual meetings scheduled in succession, consider holding them while taking a stroll. Alternatively, you may bring a friend over to work with you or take a call outdoors (if the outside noise permits!).

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Embrace the Way Your Brain Works: To work in brief, concentrated spurts, utilize productivity tricks like a pomodoro timer. To maximize your time, turn off any other outside distractions.

Set Blocks of Time for Different Tasks: Set aside time to check (and react to) messages, attend meetings, and perform intellectually taxing tasks. Setting these chores to occur during periods when you are personally more productive is beneficial.

End Work at a Certain Time: According to the adage "work expands to fill the time allotted," working from home makes it much simpler for work to intrude on personal time. Establish a time to stop working for the day and enforce it by turning off any equipment used for work, locking your office, or planning something to do afterward.

Enlist Technology to Help You Unplug: During the day, block distracting websites using an app, and after work, block work tools. Limit your work to one device if you can, or attempt to keep one device free from work so you can entirely unplug.

Go Out for Lunch or Enjoy Lunch with Coworkers: Even if you work from home, you may meet up with coworkers or go out for lunch. The tempo variation will be energizing and, of course, prompt you to eat something.

Take Time Off: When you spend all of your time at home, you often try to nurse diseases that undoubtedly would have kept you from work. Time off, including sick days, personal days, holidays, and times of mourning, is crucial for nourishing your well-being.

Practice Mindfulness: Mindfulness makes it difficult to overlook imbalance. You become more in tune with your emotions and physical sensations when you practice mindfulness techniques such as meditation or breath awareness. Paying attention to these sensations teaches you how to recognize when you are repressing a need to work. It's difficult to return to that spreadsheet when your stomach starts churning.

Find Something You Love Outside of Work to Engage In: If you have something exciting planned for after work, it will be simpler to disconnect from work communications or conclude your day at a certain time. Our hobbies provide us more energy and vigor. We bring our fresh selves to work when we play and feel creative.

Reconsider Work That Makes You Yearn for Balance: You may need to consider how you may modify the task you perform or the style in which you do it if your work feels wholly unconnected to the pursuits that arouse your interest, zeal, energy, and sense of purpose. We may anticipate work to offer moments of fulfillment, achievement, and connection, even while it cannot and should not meet all of our demands for meaning, challenge, social connection, and purpose.

Communicate with Your Manager: The anxiety of not accomplishing enough often exacerbates a lack of work-life balance. Speaking with your leaders can assist you in determining where to spend your time. If there is truly too much to accomplish, it may be time to consider hiring more help or simplifying specific activities.

Work with a Coach or Therapist: Working with a professional may be quite beneficial if you are feeling overwhelmed, trapped, or don't know where to begin disconnecting. A coach or counselor can ask the correct questions and assist you in determining which adjustments will have the greatest impact and how to get started.

One piece of advice: Begin modestly. Although you might be hoping for a better work-life balance, your work habits have been developed over time and won't likely alter suddenly. For instance, attempting to limit yourself to a set amount of hours would undoubtedly make you more frustrated if your objective is to cut back on screen time. If you start with a smaller goal, such as one five-minute tech-free break every day, you are more likely to persist with the new habit.

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WEDANG SECANG

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Wedang secang is a traditional Indonesian drink made from secang wood, ginger, brown sugar, and various other ingredients such as pandan leaves or lemongrass. This beverage has a unique and distinct flavor and offers several potential health benefits. The famous Wedang secang from Jogja has a fragrant aroma and the taste of spices is warm in the throat.

According to Keskin and Güneş (2021) traditional drinks, similar to food, have many varieties and benefits. Here is an experience of enjoying wedang secang and some of its potential benefits:

Unique Flavor: Wedang secang has a unique and distinctive flavor derived from secang wood, ginger, and brown sugar. It has a sweet, spicy, and warming taste, making it suitable for consumption in cold weather or when you're feeling under the weather.

Improved Digestive Health: The ginger in wedang secang can help improve digestion. Ginger has anti-inflammatory properties and can help alleviate digestive issues like bloating or nausea.

Warming Sensation: The combination of ginger and secang in wedang secang can help provide a warming sensation, especially when you're feeling cold or shivery. This beverage can help you feel warm from the inside out.

Antioxidant Benefits: Brown sugar and some of the additional ingredients in wedang secang may contain antioxidant compounds, which can help combat cell damage caused by free radicals in the body.

Mental Refreshment: Wedang secang can also help refresh your mind and provide a sense of relaxation. It can be a soothing beverage to enjoy after a long day or when you're feeling stressed.

Warming the Body: The primary benefit of wedang secang is its ability to warm the body. It is a highly popular drink in Indonesia, particularly in regions with colder climates. Drinking wedang secang is a delightful experience, and it's quite simple to prepare and enjoy. Here are the steps to make and drink wedang secang:

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Ingredients:
2-3 secang wood chips (or as per your preference)
1-2 slices of ginger
1-2 pandan leaves (optional)
1-2 lemongrass stalks (optional)
Brown sugar or palm sugar (gula merah) to taste
Water

Instructions:
- Prepare the Ingredients: Start by gathering all the ingredients you'll need. You can find secang wood chips, ginger, pandan leaves, and lemongrass at most Asian grocery stores.
- Boil Water: In a pot, bring water to a boil. The amount of water you use will depend on how many servings you want to make. Typically, you can use about 2-3 cups of water for 2-3 servings.
- Add Secang Wood: Once the water is boiling, add the secang wood chips. Allow them to simmer in the boiling water for about 5-10 minutes. This will infuse the water with the secang flavor and give it a reddish hue.
- Add Ginger: After the secang has simmered for a while, add the slices of ginger to the pot. Ginger will add a spicy and aromatic element to the wedang secang.
- Add Pandan Leaves and Lemongrass (Optional): If you have pandan leaves and lemongrass, you can add them at this stage to enhance the flavor. They will impart a fragrant and herbal note to the drink. If you choose to add them, bruise the pandan leaves and lemongrass slightly to release their flavours.
- Sweeten with Sugar: Add brown sugar or palm sugar to taste. The amount of sugar you add is a matter of personal preference, so you can adjust it to make the drink as sweet as you like.
- Simmer: Let the mixture simmer for another 5-10 minutes to allow all the flavors to meld together. Keep an eye on the sweetness level and adjust it if needed.
- Strain and Serve: Once the wedang secang is ready, strain it into cups or glasses to remove the solid ingredients. The resulting liquid should have a reddish-brown color and a delightful aroma.
- Enjoy: Sip the warm wedang secang slowly and savor its unique and soothing flavours. It's perfect for warming up on a chilly day or for relaxation.

Remember that you can adjust the ingredients and their quantities to suit your taste preferences. Some people like their wedang secang to be stronger in secang flavour, while others prefer a more pronounced ginger or sweet taste. Enjoy your wedang secang!

However, it's important to note that the effects and benefits of wedang secang can vary from person to person, and it should not be consumed in excess. Pay attention to the amount of sugar you add to this beverage, as excessive sugar intake can have negative health effects. If you have specific medical conditions or are unsure about how wedang secang may affect your body, it's advisable to consult with a nutritionist or healthcare professional.

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"Remember that you can adjust the ingredients and their quantities to suit your taste preferences. Some people like their wedang secang to be stronger in secang flavour, while others prefer a more pronounced ginger or sweet taste."

Ketahui KHASIAT PETAI

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Bagi masyarakat Malaysia, petai bukanlah makanan asing kerana ianya merupakan makanan atau sayuran yang menjadi kegemaran seseorang. Petai yang dikenali sebagai "kacang busuk" atau "kacang pahit," ialah sejenis kacang yang boleh dimakan yang berasal daripada beberapa spesies pokok bernama Parkia, terutamanya Parkia speciosa. Petai merupakan sayuran yang biasanya di makan oleh penduduk di Asia Tenggara, khususnya Indonesia, Malaysia, Thailand dan Filipina (Orwa dkk, 2009). Petai memiliki nama yang berbeza di beberapa negara, misalnya "petai" di Indonesia dan Malaysia, "sataw" di Thailand, dan "nejirefusamame" di Jepun (Miyazawa, 2001). Makanan Asia Tenggara ini sering menggunakan kacang ini didalam hidangan kerana rasa dan baunya yang unik.

Petai mempunyai struktur dan bentuk yang berbeza. Kacang petai adalah sejenis buah yang panjang dan rata yang kelihatan seperti kacang hijau besar atau kacang pipih. Buah petai terdapat dalam deretan panjang dan nipis yang dikenali sebagai "papan". Setiap papan petai mempunyai sekitar 12 hingga 15 biji buah tersusun memanjang sepanjang buah tersebut. Bagi petai yang segar, ia mempunyai warna hijau terang yang menyerupai kacang hijau atau kekacang lain. Warnanya boleh berubah sedikit bergantung kepada beberapa perkara seperti kesegaran dan umur. Selain itu, papan kacang petai mempunyai tekstur yang licin dan sedikit berkilat. Petai yang segar mempunyai papan agak keras apabila disentuh, tetapi apabila dimasak, ianya menjadi lebih lembut.

Apabila kita melihat kacang petai, kita dapat membayangkan gabungan rasa pahit dan pedas yang unik. Selain itu, petai mempunyai bau yang kuat yang tidak menyenangkan bagi sesetengah orang. Apabila kacang dimasak atau dimakan, bau buah tersebut akan hilang. Aroma petai mungkin tidak menyenangkan bagi sesetengah orang, tetapi banyak khasiat yang diperolehi apabila kita memakan buah tersebut. Oleh kerana sifat petai yang mempunyai bau yang tidak menyenangkan dan unik, kacang ini dipanggil "kacang busuk." Walaupun begitu, bau tersebut tidak memudaratkan tetapi mungkin mendatangkan ketidakselesaan dan kurang keyakinan kepada seseorang individu.

Kacang petai biasanya digunakan dalam pelbagai masakan di Asia Tenggara, seperti masakan Indonesia, Malaysia, Thailand dan Filipina (Singhania, N., et.al (2020). Buah petai sering digoreng dengan bahan lain seperti udang, sambal (pes cili pedas), dan ikan bilis. Petai juga digunakan dalam kari, rebusan dan sup dan ia menambah rasa tersendiri pada hidangan tersebut. Petai juga boleh digunakan sebagai bahan dalam hidangan nasi, memberikan kelainan yang menarik dan rasa tambahan seperti hidangan nasi goreng ulam dimana petai dimasukkan ke dalam hidangan tersebut. Selain itu, kacang petai juga boleh digunakan dalam salad untuk memberikan rasa yang unik dan sedikit pahit.

Kacang petai juga dihidangkan sebagai ulam bersama hidangan utama dan ia menawarkan rasa yang berbeza untuk melengkapkan perisa lain. Di sesetengah tempat, kacang petai dijadikan sebagai snek yang rangup dan berperisa dengan menggoreng atau memanggang kacang petai terlebih dahulu. Kacang petai mempunyai aroma yang kuat dan unik, yang mungkin tidak menarik minat semua orang. Walau bagaimanapun, petai sangat dihargai oleh mereka yang menikmati rasa yang berbeza dan ada juga yang menjadikan petai sebagai makan ruji di sesetengah kawasan.

Kacang petai adalah sumber serat makanan yang baik yang memberi manfaat khususnya dari sudut kesihatan pencernaan. Serat membantu menjana pergerakan usus yang teratur, mengelak sembelit, dan menyumbang sistem penghadaman yang sihat. Serat pemakanan dalam kacang petai boleh membantu menstabilkan paras gula dalam darah dengan mengurangkan penyerapan gula dalam darah (Asikin, Y., et. al, 2018). Ini boleh membantu terutamanya mereka yang menghidap diabetes atau mempunyai risiko diabetes.

Selain itu, kacang petai juga menyediakan pelbagai nutrien penting seperti serat makanan, protein, vitamin dan mineral. Ia mengandungi mineral seperti zat besi, kalium, dan magnesium, serta vitamin seperti vitamin A, vitamin C, dan beberapa vitamin B (Singhania, N., et.al., 2020). Tambahan lagi, petai juga baik untuk kesihatan jantung, tulang dan tenaga, serta boleh membantu mengawal selera makan dan menguruskan berat badan. Malah, petai mempunyai banyak manfaat lain, termasuk kandungan antioksidan yang tinggi.(Mahardika C., (2013), & Fajrin, F. et,al. (2019)). Antioksidan yang tinggi mendorong atom hidrogen atau elektron untuk melekat pada radikal bebas. (Balaji K. et al., 2015). Ini kerana kandungan petai mempunyai bahan antikarsinogenik, menjadikan sesesiapa yang memakan petai mempunyai daya tahan yang bagus (Rianti, A., et.al (2018).

How, Y. K., & Siow, L. F. (2020) menyatakan bahawa petai juga mengandungi sejumlah besar bahan aktif yang boleh berfungsi sebagai anti-inflamasi dan antibakteria. Oleh itu, ia menjadikan petai berpotensi untuk digunakan dalam merawat pelbagai keadaan kesihatan. Walau bagaimanapun, disebabkan oleh rasa dan aroma yang agak unik, tidak semua orang boleh menikmati atau memakannya. Kesederhanaan adalah sangat penting apabila kita memilih makanan. Jika kita mempunyai sebarang masalah kesihatan atau diet tertentu, kita seharusnya perlu meminta nasihat atau berunding dengan pakar pemakanan berdaftar atau pakar kesihatan.

Secara keseluruhannya, kacang petai adalah makanan yang unik dan istimewa dari segi budaya dalam masakan Asia Tenggara. Ianya dihargai kerana sifat semula jadinya yang mempunyai rasa yang berbeza dan khasiatnya kepada pelbagai hidangan. Kacang petai memberikan pengalaman masakan yang tidak dapat dilupakan jika anda ingin mencuba perisa baharu atau sekadar berminat untuk meneroka pelbagai masakan. Namun begitu, bagi penggemarnya, kacang petai ini sememangnya menjadi pilihan dalam hidangan disebabkan oleh kehadiran pelbagai nutrisi yang bermanfaat untuk kesihatan.

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Khasiat PANDAN Untuk Kesihatan

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Daun Pandan atau Pandanus amaryllifolius adalah tumbuhan semula jadi yang popular di Malaysia, Indonesia, Thailand dan negara-negara lain di Asia Tenggara (Jiang, 1999). Tumbuhan yang beraroma ini tidak asing bagi masyarakat kita kerana sering digunakan dalam kehidupan seharian. Ia biasanya digunakan dalam penyediaan makanan tradisional termasuk menjadi pelapik kepada makanan tersebut seperti nasi lemak, ayam kapitan, ayam pandan, lauk-pauk seperti daging, ayam atau ikan sebelum dipanggang atau di stim. Ia juga adalah komponen penting dalam manisan khususnya kuih tradisional seperti kuih pelita, kuih bakar pandan, kek, pau dan lain-lain. Malah ada juga minuman yang berasaskan perisa pandan seperti air sirap pandan, teh pandan bunga telang, air pandan selasih dan pelbagai lagi.

Bau dan rasa unik daun pandan yang tersendiri memberikan aroma yang sedap kepada makanan. Daun pandan paling banyak digunakan sebagai pes, serbuk atau dijadikan minyak pati. Kebanyakan orang tidak memakan daunnya secara langsung tetapi di gunakan dalam beberapa hidangan terpilih dengan mengisar daun tersebut. Jus pandan banyak digunakan dalam kebanyakan hidangan Melayu terutamanya dalam pembuatan kuih. Tumbuhan yang mempunyai banyak kegunaan ini menjadi kegemaran terutamanya surirumah untuk menanam di halaman sendiri. Selain digunakan di dalam masakan, daun pandan juga digunakan sebagai penyegar udara di dalam kereta mahupun di dalam bilik kerana sifatnya yang berbau wangi.

Khasiat daun pandan dalam bidang perubatan telah lama dikaji oleh para saintis dan penemuannya dalam sains moden lebih meluas. Antara faedah kesihatan yang diperolehi daripada penggunaan daun pandan adalah tumbuhan ini mempunyai beberapa vitamin, mineral, dan antioksidan penting yang diketahui membantu meningkatkan kesihatan individu. Sebagai contoh, pandan kaya dengan vitamin A iaitu sebatian penting untuk kesihatan mata serta membantu mencegah kanser. Daun pandan juga terbukti mempunyai kandungan flavonoid yang tinggi di mana ia adalah satu komponen anti-oksida yang kuat yang mampu menghalang penghasilan radikal bebas dalam tubuh manusia (Safitri, et.al, 2021). Komponen ini secara tidak langsung melindungi badan manusia daripada sebarang penyakit. Selain itu, komponen lain seperti Tannin juga dilaporkan mampu membantu dalam proses pembekuan darah, merendahkan tekanan darah serta membantu dalam meningkatkan imuniti badan (Bodeker & Shekar, 2009). Pandan ialah sumber vitamin dan antioksidan yang sangat baik yang membantu meningkatkan sistem imun dan mencegah keadaan seperti kanser, penyakit jantung dan diabetes (Ningtiyas, 2019).

Perubatan tradisional sangat menghargai kebaikan daun pandan kerana peranannya dalam melegakan kesakitan, terutamanya arthritis (radang sendi) atau sakit sendi. Penyelidik telah mendapati bahawa minyak yang diperbuat daripada ekstrak pandan kaya dengan fitokimia yang diketahui dapat melegakan gejala arthritis (Tan, et. al. ,2022). Tambahan lagi, manfaat yang diperoleh daripada penggunan daun pandan juga boleh membantu meredakan sakit kepala dan sakit telinga (Shameenii, et. al., 2021).

Terdapat beberapa kajian yang memberikan sokongan terhadap kebaikan daun pandan terhadap kesihatan jantung. Selain itu, daun pandan juga dikenali sebagai sumber karotenoid yang amat baik, iaitu sejenis antioksidan yang berkesan (Yan, et. al., 2010, & Kumala, et. al., 2018). Ini dapat membantu mengurangkan risiko aterosklerosis, iaitu penumpukan plak yang menyebabkan penyempitan arteri jantung. Ada juga invidividu yang mengamalkan air rebusan daun pandan yang biasanya diminum selepas daun pandan direbus.

Daun pandan yang dikeringkan dan dihancurkan sering digunakan sebagai rawatan topikal di Asia Tenggara untuk menyembuhkan luka kecil akibat terbakar, selaran matahari, dan masalah kulit lain. Kajian awal menunjukkan bahawa asid tannic pandan menyejukkan luka bakar ringan dengan cepat walaupun lebih banyak kajian diperlukan (Juliano & Tayo, 2020).

Bukan setakat daun pandan sahaja yang berguna tetapi akarnya juga berguna untuk menurunkan bacaaan paras gula. Individu yang mengamalkan pengambilan daripada akar pandan selepas makan boleh mengawal gula dalam darah mereka dengan lebih baik. Walaupun penyelidikan tambahan diperlukan, beberapa kajian awal menunjukkan bahawa individu yang meminum teh pandan selepas makan mengalami tahap gula darah yang lebih rendah daripada individu yang tidak mengambilnya (Cheetangdee, & Chaiseri, 2006).

Daun pandan juga boleh membantu dalam menyelesaikan masalah mental seperti tekanan atau stres, kebimbangan atau kegelisahan. Kebiasannya jika kita menghadapi situasi yang kita tidak suka, berkemungkinan kita akan cepat gelisah dan stres. Cara merawat masalah ini boleh diselesaikan dengan mengambil tumbuhan wangi ini dan dicampur dengan air suam. Pengambilan air campuran

ini boleh diambil dua hingga tiga kali sehari sehingga kita merasa lega dan selesa. Pradopo, et. al., (2017) yang menjalankan kajian ke atas kanak-kanak yang menjalani rawatan pergigian mendapati kanak- kanak akan berasa bimbang apabila ke klinik pergigian untuk menerima rawatan. Oleh itu, untuk mengelakkan kebimbangan dan keresahan tersebut, daun pandan boleh digunakan sebagai aromaterapi manakala muzik relaksasi boleh mengurangkan tahap kebimbangan pesakit kanak-kanak yang menjalani rawatan pergigian tersebut.

Semua orang pasti pernah mengalami keadaan di mana mereka tidak mempunyai selera makan, bukan? Ini berkemungkinan berpunca daripada masalah di dalam mulut atau perut. Badan kita memerlukan nutrisi yang mencukupi untuk terus hidup dengan sihat. Jadi sekiranya kita kurang makan maka kita lebih terdedah kepada penyakit. Salah satu kebaikan daun pandan adalah dapat meningkatkan selera makan. Caranya adalah meminum air teh pandan dan pengambilan sebanyak dua kali sehari dapat dapat membantu meningkatkan tahap kesihatan perut dan oral.

Secara kesimpulannya, daun pandan bukan hanya menawarkan cita rasa dan aroma yang unik, tetapi juga menyediakan sejumlah manfaat untuk kesihatan. Antara kelebihannya termasuk sifat antioksidan yang bertindak menentang radikal bebas, sifat anti-radang, kemampuan untuk mengatasi bakteria dan kulat tertentu, sokongan terhadap pencernaan, serta kawalan terhadap paras gula darah. Di samping itu, daun pandan juga berguna dalam penjagaan kulit kerana aromanya yang menenangkan. Ia sering digunakan dalam pelbagai hidangan dan pencuci mulut untuk memberikan aroma dan warna yang menyegarkan. Namun, kajian saintifik lanjut diperlukan untuk mengesahkan dan memahami sepenuhnya potensi manfaat daun pandan yang telah lama digunakan dalam bidang perubatan tradisional untuk meredakan kesakitan, merawat demam, dan memberikan keselesaan.

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Setiap tempoh permulaan perkhidmatan ataupun kerjaya pastinya akan berakhir dengan persaraan. Setiap individu di Malaysia mahupun di luar negara sudah tentu mengetahui tentang perkara ini. Setiap negara mempunyai umur persaraan wajib bagi rakyatnya tersendiri. Di Malaysia, umur persaraan wajib adalah 60 tahun. Namun, setiap pekerja khususnya, penjawat awam diberikan pilihan untuk bersara lebih awal. Persoalannya, adakah golongan yang akan bersara atau ingin bersara awal sudah merancang persaraan mereka dengan efisien?

Perancangan persaraan yang efisien akan membantu bakal pesara di kemudian hari, terutamanya dalam aspek kewangan. Perancangan persaraan boleh didefinisikan sebagai kaedah menentukan objektif pendapatan pencen sekaligus menghasilkan pelan kewangan bagi merealisasikan objektif tersebut. Kaedah untuk menentukan perancangan persaraan yang lengkap adalah dengan memfokuskan kepada situasi kewangan semasa dan kos sara hidup pada masa akan datang. Ianya akan memudahkan proses mengatur strategi bagi mencukupkan wang untuk menampung kos sara hidup selepas bersara mengikut gaya hidup masing-masing.

Satu perkara yang akan berlegar dalam fikiran mengenai persaraan, adalah jumlah wang yang diperlukan untuk bersara.

Terdapat beberapa aspek yang perlu ditekankan dalam menentukan berapa banyak jumlah wang yang diperlukan oleh seseorang untuk menjamin kewangan dan ketenangan fikiran semasa tempoh bersara? Antara aspek tersebut adalah jenis gaya hidup yang mempengaruhi kos sara hidup. Semakin mewah gaya hidup seseorang, semakin tinggi kos sara hidup individu tersebut. Seterusnya, anggaran kos perbelanjaan semasa tempoh bersara seperti kos perumahan, makanan, perubatan, dan perbelanjaan kehidupan seharian. Jika anggaran kos semasa bersara adalah tinggi, maka simpanan wang persaraan juga perlu bertambah bagi menampung kos tersebut. Pemilihan umur persaraan juga perlu difokuskan kerana semakin awal seseorang itu

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bersara, semakin banyak jumlah simpanan persaraan yang perlu ada. Faktor pulangan pelaburan juga boleh ditekankan. Hal ini kerana masih sedikit rakyat Malaysia yang menceburkan diri dalam pelaburan. Majoriti rakyat Malaysia gemar menyimpan aset dalam deposit bank atau wang tunai berbanding melaburkannya dalam pelaburan. Namun, ianya masih tidak terlambat untuk melabur demi kebaikan pada masa hadapan. Pulangan pelaburan yang tinggi dapat meringankan beban seseorang dalam menyimpan untuk simpanan persaraan.

Di Malaysia, terdapat beberapa platform untuk simpanan persaraan dan pelaburan. Antaranya adalah, Kumpulan Wang Simpanan Pekerja (KWSP), KWSP i-Invest, dan, Skim Persaraan Swasta atau Private Retirement Scheme (PRS).

Bukan itu sahaja, pelaburan juga dapat dilakukan dengan melabur dalam saham, bon, dan, unit amanah. Semakin awal seseorang itu melabur dan menyimpan, semakin tinggi potensi pulangan pelaburan. Hal ini disebabkan oleh hasil kompaun berganda. Sebagai contoh, seseorang melabur sebanyak RM1,000 dan keuntungan setahun daripada pelaburan adalah 10%. Maka, wang itu telah bertambah menjadi RM1,100 setahun. Jadi untuk tahun-tahun berikutnya, katakan keuntungannya adalah sama sebanyak 10%, ianya bukan sekadar untuk RM1,000 yang menjadi asas pelaburan, tetapi juga terhadap RM100 yang diperolehi daripada tahun sebelumnya. Keadaan ini membuktikan bahawa pelaburan ada manfaatnya.

Jika seseorang itu menghampiri alam persaraan, namun simpanan persaraannya masih kurang atau tidak cukup bagi menampung kos sara hidupnya, terdapat beberapa perkara yang perlu dipertimbangkan. Antaranya, melebihkan wang untuk disimpankan dan dilaburkan dalam simpanan persaraan bagi menikmati lebih banyak pulangan pelaburan. Seseorang itu juga dinasihatkan supaya menyelesaikan apa-apa hutang yang tertunggak. Dengan ini, lebih banyak wang dapat disimpan demi kegunaan simpanan jangka masa panjang. Seterusnya, seseorang itu juga boleh mempertimbangkan untuk menangguhkan persaraannya dalam 1 tahun atau 2 tahun. Tindakan ini adalah untuk menjana pendapatan sekaligus meningkatkan wang simpanan persaraan. Hendaklah diingatkan bahawa akaun simpanan persaraan juga perlu disemak 1 atau 2 kali setahun bagi memastikan wang simpanan yang ada cukup dan mampu mencapai objektif pendapatan pencen yang disasar.

Kesimpulannya, perancangan persaraan amatlah penting demi menjamin kestabilan kewangan selepas bersara. Perancangan persaraan yang efisien dan berkesan mampu dihasilkan dan direalisasikan apabila seseorang itu jelas dengan objektif kewangannya. Individu tersebut hendaklah mempunyai disiplin yang tinggi dalam memastikan wang simpanan persaraannya cukup untuk menanggung kos kehidupan selepas tamat tempoh perkhidmatannya atau bersara.

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Postgraduate education is an individual's desire to obtain the highest level of education required to meet career requirements in a field, such as education, self-satisfaction, personal-interest demands, or as a filling in lifelong learning (Graham, 2015). Interestingly, postgraduate education focuses on research and the deeper application of theory into practice, and personal involvement in research is required. However, postgraduate education after the age of 40 is extremely difficult and, for some, a nightmare. Current career commitments, family obligations, health, and the financial costs of studies are among the challenges that arise (Pyh et al., 2012). As a matter of fact, despite a lack of confidence in returning to the world of learning, most people in this age group choose postgraduate education for a satisfying and beneficial experience.

Individuals over the age of 40 are advised to take note of the following strategies for overcoming obstacles in pursuing postgraduate education.

1. Plan carefully during the study period and prioritise time each semester to be actively involved.
2. Ensure that academic demands are balanced with work and family responsibilities to achieve a healthy work-life balance.
3. Develop comprehensive planning and contingency plans. For example, you may need to reduce your working hours; therefore, talk to the head of the department. In addition, household responsibilities should be scheduled based on needs and discussed with your partner. Hire helpers if needed to help lighten your load during your study period, especially if you have a baby or toddler.
4. Make use of flexible or online-learning opportunities. Utilise flexible and online-learning options. Online sessions enable the elimination of study distance gaps and the provision of classes and support from professors or academic advisers, colleagues or family members, and classmates, thereby facilitating communication with other students pursuing a postgraduate degree.

Nevertheless, it is acknowledged that there are numerous benefits of pursuing postgraduate education later in life. Among them, it can lead to new-career opportunities and can also help in increasing existing income. Thus, the fields of medicine, education, and law usually require a postgraduate degree to meet service requirements. In addition, postgraduate education is also special for individuals who want personal satisfaction through unique intellectual stimulation (Amani et al., 2022). Indirectly, it can provide a platform and opportunity to develop skills, improve knowledge, conduct research, and further academic advancement.

According to the preceding discussion, pursuing postgraduate education after the age of 40 is difficult, but it can also be a life-changing experience. Despite the difficulty of balancing academic requirements with personal and professional commitments, the potential for new-career opportunities, personal satisfaction, higher-earning potential, and intellectual stimulation make it worthwhile. Individuals over the age of 40 can overcome these obstacles and achieve their academic and professional objectives with the aid of well-organised time management, family, department, and friend support. Ultimately, it is still possible to invest in yourself and pursue your dreams. Education beyond the undergraduate level can be a key to opening a new chapter and helping you to realise your full potential.

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Conquering the Age Barrier: PURSUING POSTGRADUATE EDUCATION AFTER 40 YEARS OLD

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MENANGGUK IKAN

MASIH POPULAR DI HULU TERENGGANU

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Menangguk ikan merupakan kaedah menangkap ikan secara tradisional yang dilakukan di kawasan sungai. Teknik ini berbeza dengan cara menangkap ikan secara konvensional kerana menangguk memerlukan jaring-jaring khusus yang dikenali sebagai "tadah atau tangguk" untuk menangkap ikan. Manakala “bubu” yang memiliki struktur terapung membolehkannya

mengapung di atas air dan digunakan untuk menahan tadah. Ada juga penangguk yang menggunakan “sarong” iaitu sejenis tenunan tangan yang diperbuat daripada daun mengkuang dan diikat mengelilingi pinggang penangguk. Ia berfungsi sebagai tempat meletakkan ikan yang telah ditangkap. Aktiviti menangguk ikan di sungai-sungai kecil merupakan antara aktiviti yang masih mendapat sambutan di sesetengah kawasan pedalaman di Hulu Terengganu. Ahli-ahli Finance Student Association (FiSA), Universiti Teknologi MARA (UiTM) Cawangan Terengganu bersama rakan kolaborasinya Tegas Venture Resources dan Amanah Ikhtiar Malaysia melalui program “Career Path: Entrepreneurial Vision and Money Management” telah berpeluang merasai dan mendapatkan pengalaman sebenar aktiviti menangguk ikan yang semakin jarang ditemui masa kini.

Program ini telah diadakan pada 8 Julai, 2023. Ia melibatkan kira-kira 26 orang peserta yang terdiri daripada ahli FiSA, 4 orang pensyarah Fakulti Pengurusan dan Perniagaan (FPP) manakala penglibatan lebih 50 orang penduduk Kampung Lubok Periok. Melalui program ini, para peserta dapat mempelajari kaedah menangguk ikan hasil demonstrasi yang dilakukan oleh sebahagian penduduk Kampung Lubuk Periok, Hulu Terengganu. Kegiatan ini agak asing bagi sebahagian besar peserta yang mengikuti program ini, namun masing-masing teruja dan gembira dapat menghayati sendiri pengalaman sebenar menangguk ikan. Menurut En. Abdul Rasek bin Ali, Pengerusi Jawatankuasa Keselamatan Kampung Lubuk Periok, aktiviti menangguk ini masih popular dalam kalangan penduduk kampung tersebut. Ia merupakan aktiviti sosial mereka disamping mencari hasil untuk menyara keluarga. Aktiviti menangguk ini telah diamalkan sejak turun temurun daripada nenek moyang mereka. Selain itu, beliau turut memberi penerangan berkaitan kegiatan ekonomi penduduk yang tumpuan utamanya adalah sektor pertanian melalui penanaman sawit dan getah. Ada sebilangan daripada mereka yang menjalankan perniagaan kecil-kecilan daripada hasil pertanian dan ikan salai hasil aktiviti menangguk dan menjala.

Saudara Muhammad Za'iim bin Mohd Zaki yang merupakan pengarah program tersebut turut menzahirkan rasa teruja dan berpuas hati dengan hasil aktiviti kemasyarakatan atau tanggungjawab sosial universiti (USR) yang dianjurkan. Menurut beliau, para pelajar bukan sahaja dapat belajar tentang budaya hidup, belajar menangguk, belajar memasak makanan tradisi iaitu bubur gandum tetapi mereka juga turut berkongsi ilmu berkaitan inovasi simpan kira-kira melalui penggunaan teknologi dan aplikasi kepada penduduk Kampung Lubuk Periok yang terpilih dalam sesi bersama Amanah Ikhtiar Malaysia (AIM) yang melibatkan 21 orang peminjam-peminjam mikro AIM di sekitar daerah Hulu Terengganu. Turut menyumbang ilmu perniagaan dalam slot bersama alumni UiTM Cawangan Terengganu adalah Encik Aiman Haziq bin Johari yang merupakan Pengasas Aihaz Horizon Sdn. Bhd. melalui perkongsiannya yang bertajuk "Pentingnya Transformasi Perniagaan Dalam Era Globalisasi". Di samping itu, 14 buah keluarga asnaf terpilih turut diberikan sumbangan berupa beras dan barangan keperluan dapur hasil tajaan bersama Tegas Venture Resources, Secretskills Resources, NBJ Solutions dan Flexi Synergy Sdn. Bhd.

UiTM Cawangan Terengganu melalui program-program kemasyarakatan sebegini sebaik

mungkin cuba berkongsi serta menyebar luas kepakaran, kebolehan, pengetahuan dan menghulurkan bantuan kepada golongan yang memerlukan. Program sebegini juga merupakan lapangan pembelajaran tidak formal kepada para pelajar yang turut memberi impak kepada pembentukan sahsiah diri, kepimpinan dan rasa tanggungjawab terhadap diri serta masyarakat umum.

Kesimpulannya, aktiviti menangguk ikan di Terengganu bukan hanya suatu cara untuk mencari rezeki, tetapi juga merupakan antara seni dan warisan budaya yang patut dikekalkan. Ini adalah pengalaman yang menarik yang boleh dikomersialkan melalui pengisian pelancongan untuk

pelancong dalam atau luar negara yang mencari pengalaman yang berbeza dan ingin merasai kehidupan masyarakat tradisional di Malaysia. Ahli-ahli FiSA amat beruntung kerana diberi peluang untuk merasai sendiri pengalaman menangguk melalui aktiviti kemasyarakatan yang dijalankan di Kampung Lubuk Periok. Sambil menikmati keindahan alam Terengganu, kita dapat memahami lebih mendalam tentang budaya dan sejarah masyarakat setempat. Walaupun teknologi moden semakin meluas dalam industri perikanan, kegiatan menangguk ikan di Terengganu berjaya mengekalkan warisan ini. Generasi muda diterapkan dengan nilai-nilai dan teknik tradisional oleh nenek moyang mereka, memastikan bahawa kegiatan ini terus hidup dan terus memberi sumbangan kepada ekonomi tempatan.

AKU, DIA & NICU *Siri 7*

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.....Maka bermulalah perjalanan kehidupan kami dengan DIA & NICU...

Masuk hari ke-2 di wad bersalin, aku semakin bertenaga. Suamiku mengajak aku ke Unit Rawatan Rapi Neonatal (NICU) untuk aku berjumpa dengan anak kami buat pertama kali. Memandangkan aku masih sakit dan tidak mampu berjalan seperti biasa lagi, aku disorong oleh suamiku dengan kerusi roda untuk ke NICU. Suamiku memberi penerangan ringkas tentang prosedur untuk berjumpa dengan bayi kami di NICU kerana peraturannya agak ketat demi kesihatan dan keselamatan semua bayi di unit tersebut. Sepanjang perjalanan ke NICU, hatiku berdebar-debar. Perasaan teruja dan gembira membuak-buak namun pada masa yang sama terselit rasa risau dengan kondisi kesihatan anak kami itu.

Sesampai sahaja di hadapan pintu NICU, terpampang amaran "HANYA IBU DAN BAPA BAYI SAHAJA DIBENARKAN MASUK". Kami perlu mendapatkan kebenaran daripada jururawat bertugas untuk memasuki NICU dan kami dikehendaki menanggalkan segala aksesori seperti gelang, cincin, jam atau apa sahaja yang ada di tangan

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sebelum berjumpa dengan bayi kami. Malah kami juga perlu membasuh tangan dengan sabun serta memakai cecair pembasmi kuman bagi memastikan tangan kami betul-betul bersih. Kerusi roda juga perlu diletakkan di tempat khas di dalam NICU tersebut.

Pertama kali aku menjejakkan kaki ke NICU. Suasananya sangat berbeza dengan wad-wad lain yang pernah aku jejaki sebelum ini. Ia juga mempunyai baunya yang tersendiri. Bau ubat-ubatan bercampur dengan bau bayi-bayi yang ditempatkan di situ. Semasa di pintu masuk lagi, kedengaran pelbagai bunyi mesin dan tangisan bayi. Setiap inkubator mempunyai mesin oksigen dan mesin ubat-ubatan disisinya. Malah dapat dilihat dari pintu masuk, beberapa orang doktor dan jururawat sedang menjalankan rutin mereka terhadap bayi-bayi tersebut. Suasana sebenar tidak dapat aku gambarkan dengan kata-kata, tetapi keadaannya lebih kurang seperti gambar di bawah.

Sedang ralik melihat suasana dalam NICU, perlahan suamiku memaut dan memimpin tanganku ke sudut anak kami ditempatkan. Jantungku semakin berdegup kencang. Berdebar-debar seolah-olah pertama kali ingin berjumpa kekasih hati. Hanya Allah yang tahu perasaanku ketika itu. Suamiku berbisik padaku, “Sayang, inkubator anak kita nombor 7”. Mataku terus melilau mencari inkubator bernombor 7.

Rupa-rupanya inkubator tersebut betul-betul berada di hadapan meja utama doktor dan jururawat, menandakan yang anak kami sangat memerlukan pemantauan rapi oleh pihak doktor dan jururawat. Aku berjalan perlahan-lahan mendekati inkubator nombor 7 tersebut sehinggalah aku terlihat sekujur tubuh bayi kecil yang sedang nyenyak tidur dipenuhi pelbagai jenis tiub dan wayar dari kepala sehingga ke kaki. Suamiku berbisik lagi, “Sayang, inilah anak kita”. Allahuakbar!!! Aku tidak mampu menahan sebak, terus jatuh air mataku melihat keadaan anak kami itu. Gembira tetapi pada masa yang sama sedih dan sayu.

Tiub oksigen dipasangkan di hidungnya, tiub susu dipasangkan di mulutnya, tiub ubat dipasangkan di pusatnya, wayar untuk bacaan jantung diletakkan di dadanya, jarum dan salur darah dipasangkan di tangannya dan wayar untuk bacaan oksigen serta kadar degupan jantung dipasangkan di kakinya. Runtun jiwa seorang ibu melihat keadaan anaknya begitu, tambahan pula dia masih kecil. Aku dimaklumkan oleh jururawat

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bahawa beratnya semasa dilahirkan adalah 1.1kg. Keadaannya masih kritikal dan memerlukan pemantauan yang sangat rapi. Jantung dan paru-parunya juga masih belum matang sepenuhnya kerana dilahirkan pramatang. Tangan dan kakinya sering sahaja tersentak-sentak dan menggeletar. Ini adalah kesan daripada tekanan darah tinggi ibu semasa mengandung. Astaghfirullah, besarnya ujian yang Engkau berikan pada kami. Aku tidak mampu menahan tangisku. Suamiku terus memelukku dan berbisik untuk kami terus kuat menempuh ujian ini. Aku terus mengajak suamiku pulang ke wad kerana aku belum cukup kuat untuk berhadapan dengan anak kami itu. Suamiku akur kerana dia juga risaukan keadaan kesihatanku yang masih lemah dan emosiku yang masih rapuh. Akhirnya kami balik berehat di wad. Hanya suamiku yang akan ke NICU untuk menghantar bekalan susu pada hari tersebut.

Keesokannya, suamiku mengajak lagi aku untuk pergi berjumpa dengan anak kami di NICU. Aku tidak kuat! Aku tidak mampu! Sambil menangis aku menolak ajakannya. Mata suamiku juga mula berkaca. Dia menghampiriku di katil, memegang tanganku sambil berkata, “Sayang, kita kena kuat untuk anak kita. Kita kena selalu ada di sisinya. Suara dan sentuhan kita akan beri rangsangan kasih sayang dan semangat untuk dia. InsyaAllah, bila kita kuat anak kita juga kuat. Kita jangan berhenti berdoa. Moga Allah beri kekuatan kepada kita dan beri kesembuhan kepada anak kita.”

Aku mulai sedar betapa seorang anak memerlukan ibu dan ayah di sisinya dalam apa jua keadaan tambahan pula dengan keadaan kesihatannya yang sangat kritikal ketika ini. Aku cuba kuatkan semangat demi anak tercinta. Tanpa berlengah, aku menuruni katil perlahan-lahan untuk menaiki kerusi roda dan terus sahaja ke NICU. Aku cuba bertahan untuk tidak menangis. Aku mesti kuat supaya anak kami juga kuat!

Pada hari tersebut, kondisi kesihatan anak kami masih sama seperti sebelumnya. Aku mula memberanikan diri menyentuh kulit halus mulus anak kami sambil berbual-bual memberikan kata semangat. Kami bergilir-gilir menyentuh dan menggosok badannya supaya dia dapat rasakan rangsangan dan aura positif dari kami. Begitulah rutin kami sepanjang aku berada di wad selama 5 hari selain menghantar bekalan susu. Kami akan ke NICU sekurang-kurangnya sekali sehari tetapi suamiku lebih kerap ke sana berbanding aku. Rutin ini berterusan sehinggalah.........

.....bersambung.....

Sumber gambar no 1 NICU
http://abovewhispers.com/2017/01/03/mothers-decry-sorry-state-neonatal-intensive-care-unit

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FENOMENA K-POP

Pencetus Ekonomi Korea Selatan

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Jika dahulu industri hiburan Hollywood memonopoli filem dan muzik Amerika Syarikat sebagai sumber hiburan terbaik. Namun, pada hari ini masyarakat dunia mempunyai pelbagai pilihan untuk mendapatkan hiburan alternatif daripada pelbagai genre dan budaya. Di era globalisasi ini, Korean wave atau Hallyu juga dikenali sebagai gelombang Korea merupakan fenomena budaya pop yang berasal dari Korea Selatan yang menjadi trend kegemaran masyarakat di seluruh dunia.

Apakah *Hallyu*? "*Hallyu*" atau "Gelombang Korea" merujuk kepada budaya pop Korea, termasuk drama dan K-Pop, yang tersebar ke seluruh dunia melalui Bahasa Korea sebagai medium utamanya. Dengan menggunakan Hallyu, fenomena ini telah menjuruskan Korea Selatan untuk menjual budaya mereka sebagai pakej produk yang menguntungkan. Korea adalah sebuah negara yang mendorong orang ramai untuk membina identiti mereka sendiri, mengukuhkan bahasa ibunda mereka dan mengembangkan budaya mereka sendiri. Hallyu adalah sebuah hasil daripada usaha mereka untuk memperluaskan bahasa dan budaya mereka seterusnya telah menjadikan Korea Selatan berkembang menjadi negara budaya terkemuka. Malah Oxford English Dictionary mempunyai 26 perkataan Korea, seperti K-Drama atau drama Korea, Hallyu atau budaya popular Korea, dan Korean Wave (BBC, 2021) (Lau, 2021).

Drama bersiri Winter Sonata yang popular sekitar tahun 2002 adalah kejayaan pertama Hallyu. Ia mendapat sambutan yang baik di Jepun, Cina, Taiwan dan Malaysia juga yang dibintangi oleh pelakon Bae Yong-joon dan Choi Ji-woo. Sejak drama tersebut ditayangkan, istilah Hallyu, juga dikenali sebagai "demam Korea" telah muncul, Tambahan lagi, pada tahun 2007 lagu Nobody daripada kumpulan nyanyian Wonder Girls telah menjadi popular dan digemari ramai menjadikan budaya Hallyu terus berkembang di serata negara. Budaya popular Korea mudah berkembang kerana menggabungkan nilai-nilai Asia dan Barat sehingga mencipta corak budaya dan ekonomi yang hebat.

Korea telah menjadi negara yang berjaya dalam mengeksport identiti dan budaya negara tersebut melalui faktor ekonomi. Arus globalisasi yang semakin canggih yang mendedahkan

"Drama bersiri Winter Sonata yang popular sekitar tahun 2002 adalah kejayaan pertama Hallyu"

pengaruh media bermula pada tahun 1990 telah membantu kejayaan pengaruh Hallyu ini. Televisyen berkabel dan penggunaan internet secara bebas banyak membantu dalam penyebaran pengaruh Hallyu ke seluruh dunia. Selain itu, kesan daripada keadaan ekonomi yang buruk di Asia di mana apabila ekonomi Asia runtuh, gelombang Korea membuka mata orang Taiwan terhadap seni budaya popular Korea. Sebelum ini, Taiwan hanya melanggan drama dan muzik dari Jepun, China dan Hong Kong. Dengan perkembangan teknologi, pengenalan saluran televisyen berkabel telah mengubah kepercayaan masyarakat global di mana drama dan filem boleh ditonton dari mana-mana tempat di dunia. Kini, penduduk di seluruh dunia boleh menonton rancangan televisyen global tanpa mengira Amerika Syarikat atau negara tertentu.

Populariti budaya Korea Selatan tidak terlepas daripada menjadi perhatian kerajaan Korea Selat. Oleh kerana itu, pengaruh Hallyu telah digunakan sebagai satu bentuk diplomasi budaya dan memasuki industri

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"K-pop juga bertindak sebagai satu bentuk pertukaran budaya kerana memperkenalkan bahasa Korea, fesyen, gaya tarian dan aspek budaya Korea kepada penduduk antarabangsa."

kreatif yang banyak memberi kepentingan dan sumbangan terhadap negara Korea sendiri. Populariti budaya Korea Selatan telah mewujudkan pelbagai cabang ekonomi di mana ianya telah menembusi dan telah melahirkan pelbagai sektor penting seperti K-Pop, K-Drama, K-Food, K-Cosmetics, K-Drama Fesyen dan K-Merchandise. Tidak dinafikan bahawa budaya Korea Selatan kini telah diterima dan digunakan sebagai trend kontemporari dalam masyarakat. Populariti budaya Korea bukan sahaja dirasai di negara-negara Asia, tetapi juga menjadi sangat popular di negara-negara Amerika dan Eropah. Data menujukkan bahawa KDNK Korea Selatan meningkat sebanyak $9.5 bilion dalam eksport beberapa tahun kebelakangan ini (Park 2019). Menurut Global Hallyu Trends (2020) yang telah dikeluarkan oleh Yayasan Korea bagi Pertukaran Budaya Antarabangsa, pada tahun 2019 sumbangan Hallyu mencapai $95e.935 bilion atau peningkatan sebanyak 26.1%, serta menyumbang 87.6% dalam pertumbuhan eksport pelancongan berbanding 2018. Hasil kajian yang sama diperolehi oleh pengkaji Fahrisa, T. R. (2022), menyatakan dalam analisis kajian beliau menyimpulkan bahawa hipotesis dan hasil kajian menunjukkan nilai yang sama, yang mana kedua-duanya menunjukkan peningkatan dalam KDNK Korea Selatan yang didorong oleh Hallyu.

Muzik Korea (K-pop) jelas membayangkan keyakinan diri rakyat Korea dengan menampilkan imej maskulin atau seksi ditambah pula rupa paras yang kacak dan jelita. Sesetengah orang menganggap artis k-pop ini sebagai artis berwajah comel dan “jambu”. Penampilan artis Korea turut memberikan kesan yang amat positif kepada budaya pembeli termasuk dari segi makanan, fesyen, alat solek dan penjagaan kulit, malah pembedahan plastik. Kesannya, jumlah pelancong melawat Korea juga meningkat dengan banyaknya. Kejayaan muzik pop Korea (K-Pop) menduduki tangga di bawah 100 di Amerika Syarikat membuktikan muzik mereka diterima oleh masyarakat antarabangsa. Antara selebriti terkini yang menjadi kegilaan dan perhatian dunia adalah Kumpulan BTS atau ‘Bangtan Sonyeondan’ yang telah memberikan impak terbesar kepada ekonomi negara Korea. Kumpulan tersohor yang mempunyai jumlah pengikut seramai hampir 61.9 juta pengikut di ruang media sosial Tik Tok dan 74 juta pengikut di ruangan Instagram, ini pastinya memberikan gambaran yang positif bukan sahaja golongan remaja malah dari setiap peringkat umur. Selain daripada menjadi artis, kumpulan penyanyi ini juga dilantik sebagai duta syarikat gergasi samada tempatan atau luar negara antaranya adalah COWAY, Hyundai Motors, Puma, Dior, Fila, Samsung, duta global United Nations International Children's Emergency Fund (UNICEF) dan beberapa syarikat lain. Salah seorang ahli kumpulan tersebut iaitu Kim Namjoon atau dikenali sebagai RM telah di lantik menjadi duta di Kementerian Pertahanan Korea Selatan kerana keperibadian dan krediabiliti beliau sebagai ketua kumpulan BTS yang berpengaruh. Menurut Institut Penyelidikan Hyundai, BTS dijadikan sebagai aset ekonomi yang bernilai. Kira-kira 800,000 pelancong dipercayai telah memilih Korea Selatan sebagai destinasi mereka pada 2017 kerana BTS. Terkini, menurut laman web CEIC data (2023), ketibaan pelawat ke Korea Selatan merekodkan 957,023 orang pada Jun 2023, berbanding 863,250 orang pada bulan sebelumnya. Ini menunjukkan bilangan pelancong ke Korea Selatan semakin meningkat dengan pengaruh Kpop yang telah tersebar di seluruh dunia.

Selain itu, K-pop juga bertindak sebagai satu bentuk pertukaran budaya kerana memperkenalkan bahasa Korea, fesyen, gaya tarian dan aspek budaya Korea kepada penduduk antarabangsa. K-pop telah memperkenalkan bahasa Korea kepada khalayak global. Peminat Kpop berusaha untuk memahami lirik dan makna lagu yang dibawa oleh artis kegemaran mereka seterusnya membawa kepada minat untuk mempelajari bahasa Korea. Ini mewujudkan jambatan hubungan untuk berkomunikasi dan menjalinkan persefahaman antara artis Korea dan peminat antarabangsa. Peminat juga berminat untuk mempelajari budaya tradisi, bahasa dan sejarah Korea melalui penglibatan mereka dengan K-pop. Video dan persembahan muzik K-pop yang ditonjolkan selalunya menggabungkan unsur budaya Korea, seperti pakaian tradisional, gaya tarian dan rujukan sejarah. Melalui pertunjukan visual ini, peminat di seluruh dunia terdedah kepada pelbagai aspek budaya Korea yang mungkin tidak mereka temui sebaliknya.

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Secara keseluruhannya, imej Korea Selatan lebih terserlah berbanding Korea Utara dimana kedua- dua negara ini selalu berkonflik. Korea Selatan telah bertukar dari negara mundur, tanah bumi yang gersang, cuaca sejuk ekstrim yang panjang, miskin kepada negara yang sangat pesat membangun. Korea Selatan bukan sahaja dapat menambah pendapatan negara melalui hasil automobile yang canggih dan industri elektronik, tetapi juga melalui komoditi budaya mereka melalui Hallyu. Secara kesimpulannya, walaupun drama dan lagu-lagu Korea menggunakan bahasa Korea sepenuhnya ianya tidak menjadi penghalang untuk menembusi pasaran antarabangsa. Perkara yang signifikan ialah nilai positif, menyampaikan mesej yang baik dan berkualiti tinggi yang setaraf dengan peringkat antarabangsa. Sekiranya Malaysia berhasrat melebarkan sayapnya dan ingin dikenali di peringkat antarabangsa, faktor jati diri perlu diambil kira. Kita juga boleh menjadikan bahasa Melayu sebagai salah satu pakej daya penarik pelancong untuk ke Malaysia seterusnya memperkembangkan budaya serta menjadikan Malaysia sebuah negara yang mempamerkan identiti tersendiri yang mempesonakan seluruh penduduk dunia.

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Organizing Webinars in UiTMCT Setting - General Checklist

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In March 2020, we were forced to live in a new norm due to the increasing number of Covid-19 cases in Malaysia. The outbreak has also affected tertiary education. The teaching and learning activities dynamically changed, with Online Distance Learning (ODL) rapidly diffused regardless of whether the service providers (lecturers) and customers (students) like it or not. Today, the ODL concept can be applied either in hybrid mode or mixed with hours in physical class.

To make sure we are not compromising the value added to the students, some courses require students to organize webinars that can be streamed live on platforms such as YouTube, Facebook, etc. The

students must perform planning, organizing, leading and controlling functions, so that the pre-event, during and post-event tasks can be executed excellently. Though hiccups can be everywhere, what vital is how students treat problems, identify and evaluate alternatives for corrective actions, make decisions and implement them.

Based on advising for more than 20 webinars organized by different group of students since year 2020 until 2023, we would like to translate the little explicit, implicit, and tacit experiences in a form of general checklist for future organizers' reference. The checklist is divided into three categories, which are pre-event, during and post-event.

Pre-event

1. Set-up an inaugural meeting. Decides the top 5 from this inaugural meeting, which are the Project Leader, Assistant Project Leader, Secretary, Assistant Secretary, and Treasurer. Then, the Project Leader takes charge of the following meetings.
2. Decide on a catchy educative webinar title relevant to the course.
3. Identify tasks and activities to be performed.
    - Prepare a proposal – use Bahagian Hal Ehwal Akademik (BHEA)'s specific template; attach course syllabus, speaker's CV and proof of honorarium as mentioned by the speaker.
    - Contact speaker(s) – pay attention to your communication skills, ask for speaker's CV, discuss on honorarium via email/ WhatsApp/Telegram, decide the preferred language to be used during the webinar.
    - Finalize tentative and complete class exemption form.
    - Prepare cue sheet – to ease monitoring of activity flows.
    - E-Poster:
        1. Design the e-poster.
        2. Seek Unit Korporat's approval.
        3. Request to Unit Korporat to upload the e-poster and important information on UiTM Cawangan Terengganu website.
    - Launching gimmick or Montage – Best for short introduction to webinar and speaker(s)
    - E-cert (auto generated from Google Form attendance sheet):
        1. Design the e-cert.
        2. Seek project advisor's approval.
        3. Seek Unit Korporat's approval.
        4. Confirm signature on the e-cert.
        5. Embedded to Google Form attendance.
    - Invite guests or VIPs – pay attention to the format of invitation letter, cover email and do timely follow ups.
    - Prepare quiz (if any) - an activity that can be conducted before the webinar ends to enhance the engagement with the viewers or participants. Give attention to the medium of quiz used (Quizizz, Kahoot!, etc.) because some medium limit the number of participants that can join the quiz. Also, you need to plan a method of contacting the winners.
    - Script emcee – pay extra attention to salutation of VIP(s), collaborative universities/ industries etc.
    - Script moderator (if any) – must do some homework, able to react based on situation, example: so much ample time, need to drag the discussion but not overshadow the speakers.
    - Booking studio and testing – testing the internet connection, devices and apps used for live streaming.
    - Rehearsal – it is a full-strength rehearsal with the advisor(s).
4. Identify the sub-committee needed and assigned manpower for each sub-committee. One sub-committee activity can be a predecessor to another sub-committee or vice versa. So, effective communication among the organizing committee is paramount.

During event

1. Alert with time and the entries of speaker(s) and VIPs to the virtual room. It is good to welcome the arriving of speakers and VIPs to the virtual room.
2. Always focus on speaker's speech and slides projected (if controlled by organizer) - make sure contents are synchronized perfectly.
3. Timely engagement with viewers or participants – uses chat box to greet, notify, etc.
4. Screening and extracting questions from chat box. Find the best way to share the questions with the moderator.

Post-event

1. Report to HEA using a template provided by the HEA
2. Perform the post-mortem. Each sub-committee must be given chances to convey ideas, summary, and constructive criticism during the post-mortem.

This is just a general checklist. Should the organizer intend to organize a collaborative program with universities outside of Malaysia, please contact Liaison Officer, UiTM Global, Department of International Affairs, UiTM Cawangan Terengganu, since additional tasks are required.

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Industry 5.0: Towards Sustainable Future

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While many firms are attempting to comprehend and incorporate IR 4.0 into their corporate cultures, Industry 5.0 is now beginning to be introduced.
What exactly does Industry 5.0 mean?
What are the characteristics of Industry 5.0?

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What is Industry 5.0?

According to the European Union, Industry 5.0 "provides a vision of the industry that aims beyond efficiency and productivity as the sole goals, and reinforces the role and contribution of the industry to society." It "places the well-being of the worker at the center of the production process and uses new technologies to provide prosperity beyond jobs and growth while respecting the production limits of the planet." It complements the Industry 4.0 approach by "specifically putting research and innovation at the service of the transition to a sustainable, human-centric, and resilient European industry."
Industry 5.0 consists of guiding principles that integrate human creativity and customization with the efficiency and accuracy of machinery. It is not a new industrial revolution but rather represents an evolution of Industry 4.0, focusing on balancing the advantages offered by automation with the unique abilities that only humans can bring to the workplace.

In essence, Industry 5.0 results from a shift in emphasis from economic value to societal value and from welfare to well-being (Kraijeenbrink, 2022).

This concept integrates humans and machines, including robots and smart machines, in the workplace. It empowers humans to work better and faster by utilizing cutting-edge technologies like the Internet of Things (IoT) and big data, which support Industry 4.0.

Why Industry 5.0?

Industry 5.0 addresses important questions that were left unanswered during previous industrial revolutions:

- In the race for automation, are we missing out on leveraging the resourcefulness of humans?

- Rather than conceptualizing a completely automated factory, can we find a place for humans not only to fit into but also to enhance the ongoing transformation of the industry?

- Can we use technology to balance economics, productivity, and social welfare?

Three pillars of Industry 5.0 were introduced to address these issues: human-centricity, sustainability, and resilience.

Human-Centricity

A human-centric approach places the focus on the talent and empowerment of people. It recognizes the unique value of individuals in addition to the potential of machines. Industry 5.0 fundamentally revolves around people. This is evident in how individuals utilize technology. Indeed, before creating systems that benefit people, it is important to understand how the human mind functions. This approach is sometimes referred to as 'society-centric' as it places core human needs and interests at the heart of the production process and promotes the adaptation of industrial automation technologies to the needs of industry workers. Industry 5.0 acknowledges the importance of not only achieving high productivity but also creating safe and inclusive work environments where human health and well-being are prioritized.

Sustainability

Sustainability involves implementing circular processes that enable the reuse, repurposing, and recycling of natural resources, reducing waste and environmental damage, optimizing energy management, and increasing

the efficiency of manufacturing processes. It aims to ensure that we leave a better planet for future generations, which is why businesses need to invest in those who will help create a more sustainable future through people and processes. Prioritizing sustainability in policy and implementation helps organizations better preserve natural resources, monitor and reduce energy wastage, and protect the environment. In Industry 5.0, sustainability extends beyond merely protecting the environment. Instead of increasing costs, the solution is to focus on a company's long-term performance. While some businesses may be inclined to overlook sustainability, it remains an essential component of any successful strategy. Additionally, as consumers' environmental awareness grows, companies that do not manage sustainability risks will struggle to grow, become profitable, retain employees, and satisfy customers.

Resilience

Companies in Industry 5.0 must be capable of quick adaptation to remain competitive in an uncertain world, marked by new technology and shifting consumer demands (Raiche, 2022). To stay ahead of the curve and adapt to shifting market conditions, businesses in Industry 5.0 must shift their focus rapidly.

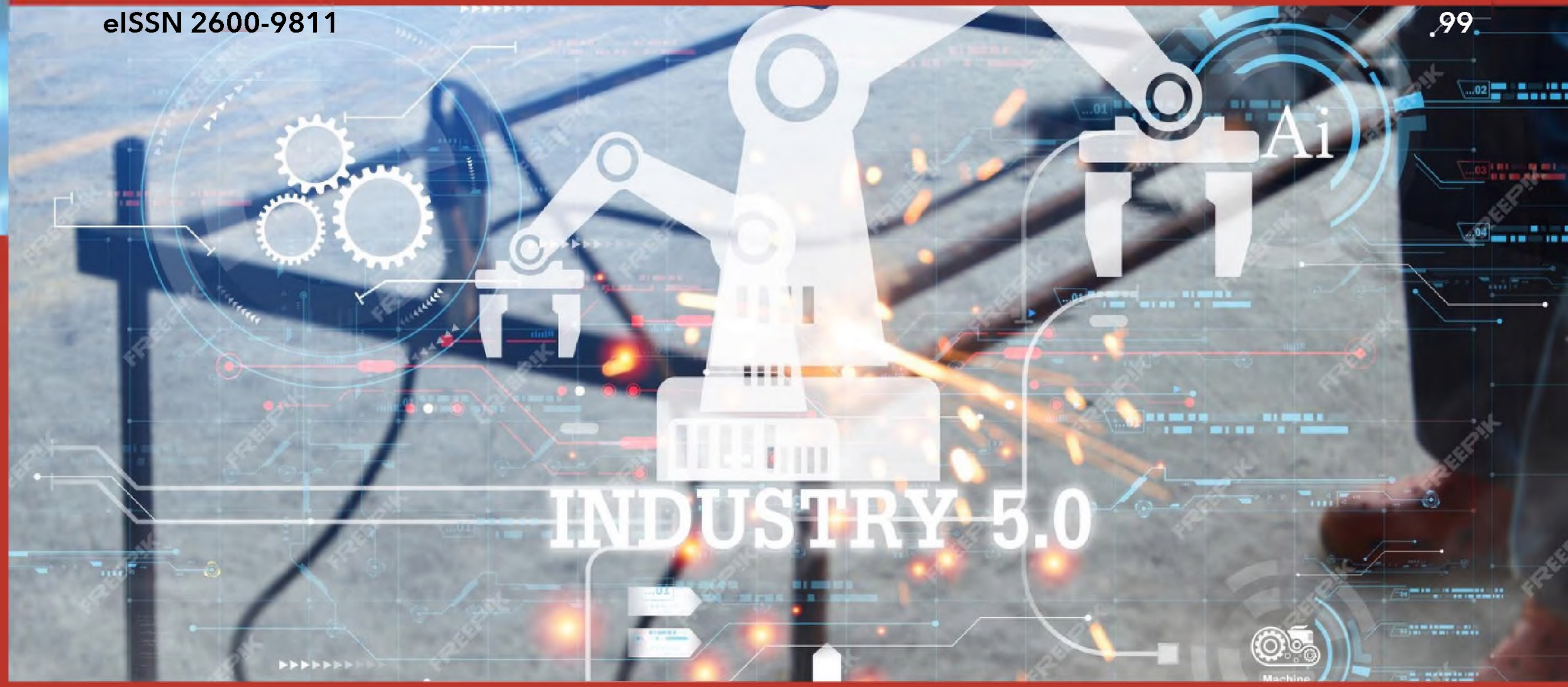
In this context, resilience becomes crucial. It's about the ability to bounce back from failures, learn from mistakes, and move forward with optimism. Organizations need to prepare for potential interruptions in their value chain, supply chain, and transportation channels if they want to succeed. Resilience in Industry 5.0 can benefit every link in a corporation's value chain, enhancing the overall performance and competitiveness. Moreover, it reduces the risk of business failure and strengthens the company's market position.

With the assistance of these three pillars, Industry 5.0 is better equipped to respond to the needs and realities of the developing markets and society in the 21st century. To see significant impacts on their business strategies and progress toward a sustainable future, businesses must start implementing these three pillars.

Toward a Sustainable Future

Industry 5.0 represents a significant shift in the way industries and businesses operate, placing renewed emphasis on the well-being of workers, sustainability, and adaptability. By integrating human creativity with technological efficiency, Industry 5.0 aims to address not only economic goals but also societal needs and environmental responsibilities.

As businesses and industries begin to implement the three pillars of Industry 5.0, they have the potential to create more inclusive and sustainable workplaces, contribute to environmental preservation, and thrive in a fast-changing market. The transition to Industry 5.0 signifies a commitment to a more holistic and socially responsible approach to industry, with a focus on long-term success and well-being for all stakeholders.



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CRAFTING *Success*

INSIDE THE RESTAURANT SERVICE PRE-WORLD SKILLS COMPETITION

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FACULTY OF HOTEL AND TOURISM MANAGEMENT
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The WorldSkills Competition (WSC) is widely regarded as the preeminent global platform for acknowledging and celebrating the exceptional talents and abilities of young individuals who have attained a remarkable degree of skill proficiency. The competition is accessible to all member nations of WorldSkills International (WSI). Malaysia has been granted membership in the World Standards Institute (WSI) since 1993. Skills areas are assessed based on global norms of skill proficiency, covering 27 areas or fields from several backgrounds including restaurant services, bakery, patisserie & confectionary, additive manufacturing, cabinet making, heavy vehicle technology, car paintings, mobile robotics, prototype modelling, floristry, and electrical installation to name a few.

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It is an honor for the Faculty of Hotel & Tourism Management, UiTM Terengganu being appointed as the host of Restaurant Service in 2022 Pre-World Skills Competition. It covers two (2) categories comprise of WorldSkills Malaysia Belia (WSMB), open to all Malaysians not more than 21years old and WorldSkills Malaysia Pengajar (WSMP), open to all lecturers with minimum four (4) years of teaching in hospitality field. As chosen venue for the prestige event being held from 28-31 May 2022, meticulous strategizing and groundwork from the Hotel Management Department and faculty members are in need to ensure its overall success execution starting from moments before the event, during the event and after the event. Miss Azlina Samsudin and Mr Mohammad Hafizi lead the Restaurant Service team. We started to be on duty as early as 7am and stayed till 9pm at night. Though it was very tiring, all faculty's lecturers and students involved demonstrated strong dedication and commitments to ensure a flawless and outstanding event experience for contestants, participants, and judges. The effective teamwork shown among all individuals involved is commendable. Collaborative efforts with many stakeholders such as Department Skills Development, local authorities and sponsors were imperative to guarantee the success of the event.

THE RESTAURANT SERVICE PRE-WORLD SKILLS COMPETITION

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Hotel Management's Team

The organization of this Pre-WorldSkills Competition necessitates a multifaceted endeavor that demands the commitment of a proficient team (lecturers and students), meticulous preparation and meticulous attention to particulars. With the professional judges in line, the objective of this event is to assess and evaluate the proficiency of the country's young individuals, with the ultimate goal of cultivating a highly trained workforce that meets global standards. Contestants that qualify in Pre-WorldSkills Competition round, will then go to the final round for Malaysia WorldSkills Competition and the winner will represent Malaysia to compete with other countries.

The task at hand involves the coordination of the overall event arrangements including provision of meals and refreshments for participants, judges and staff members. The restaurant service Pre-WorldSkills Competition took place in the Dewan Aspirasi, UiTM Terengganu Campus Dungun. While the mise-en-place venues involved all Faculty's block: Mock Restaurant, Bayu Grill, Barista, Café Creative and Kitchen. All these locations possess the basic requisite infrastructure and services for the event. Nevertheless, other units and departments in UiTM Terengganu were also involved such as Communications Department (to raise the visibility of UiTM Terengganu), Bahagian Pengurusan Fasiliti, Polis Bantuan (PB) (to safe guard the well-being of participants, employees and guests), Infrastructure Unit in terms of technical infrastructure, encompassing internet access, power supply and specialized equipment tailored to restaurant service skill domain and Unit Kesihatan (UK) (to promptly attend to any health-related concerns or unforeseen crises that may occur throughout the duration of the event).

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Generally, by hosting this prestigious event, it can yield substantial economic advantages. Looking at a bigger prospect, by having participants, contestants and judges coming to Terengganu, it has the potential to enhance tourism sector, generate employment opportunities, drive the demand for hospitality and food & beverage services and support the growth of local companies. In conjunction with that, it can facilitate the establishment of collaborative relationships among educational institutions, industry partners and government organizations. These collaborative alliances have the potential to result in enhancements to the curriculum and a more effective alignment with the demands of the industry. The WorldSkills Competitions serve as a catalyst for motivating young individuals to embark on professional paths in the fields of skilled hospitality. Moreover, the participation of judges in this event can serve as a means for them to augment their own skills and knowledge, so making a valuable contribution to the overall progress and improvement of their respective disciplines.

We hoped that this Pre-World Skills Competition event managed to create a favorable and enduring impact on both: UiTM Terengganu as the host site and individuals who participate in the competition. Feedback were gathered from competitors, judges and attendees in order to evaluate the successes and shortcomings of the event. This feedback will serve to identify areas for development and inform future iterations of the event. On top of that, sustainability and environmental considerations were also being prioritized to mitigate the event's ecological footprint. We adopted eco-friendly methods such as trash minimization and recycling during the overall event, in line with UiTM's efforts to support SDG Goals specifically SDG12: Responsible Consumption and Production.

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Audiences

Professional

Judges

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Creating Happiness in Work and Life in Society 5.0: A Religious Perspective

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According to the World Happiness Report, Finland has been named the happiest country in the world for the fifth year in a row. The rankings are based on Gallup World Poll scores between 2019 and 2021 from 146 countries. Nordic countries tend to exhibit higher levels of personal and institutional trust. This World Happiness Report uses data reports to explain the "often overlooked and underappreciated" factors of balance and harmony. Therefore, people in the Nordic countries have a higher level of balance and harmony. Happiness is a choice and a decision from the heart. Sometimes the level of happiness is measured by life and the things it has. However, true happiness tends to be a state of mind and feeling that is characterized by a sense of gratitude or contentment to moderately intense pleasure, love, or joy. Someone who feels unhappiness in his life, namely when he has bad relationships with other people, whether with work relatives, work bosses, neighbors, family members, or partners, and has difficulty controlling their emotions and being relatively unproductive, should consider that happiness is not only about getting what you want but also about being able to accept what you don't want.

However, the current generation, especially the millennial generation, views happiness based on career stability, financial security, self-satisfaction through achievement, and the ability to balance personal life with the demands of work.

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From a spiritual perspective, the pinnacle of happiness is achieved when individuals can recognize their connections with God. When humans acknowledge themselves, the world around them , and God, it is as if they no longer requires anything else because they feel that their closeness to God has been fulfilled.

In general, happiness in life can be described by five key aspects.

The first of these is the acknowledgment of one's career establishment, which is vital for securing one's future. Therefore, it is necessary to understand how to manage one's life journey to align with career expectations. Beyond simply tapping into their potential and pursuing their passions within their respective fields, individuals who give their utmost effort to produce exceptional work are more likely to achieve career stability that matches their abilities.

The second aspect is financial stability. When someone attains financial stability, it can be seen as a measure of success in their career. Setting targets can help individuals stay focused on their activities and desires, leading to a lasting sense of satisfaction when those goals are achieved. It's important to note that not everyone aims for wealth and establishment.

The third aspect involves the establishment of family and social life. The role of family in one's life is significant, as it serves as a source of knowledge and influences individual success. Strong relationships between family members and society contribute to happiness by fostering harmony within families.

The fourth aspect is health stability. Health encompasses not only physical well-being but also mental and emotional health. It's crucial to maintain all aspects of health to ensure overall happiness and well-being. We often encounter people who are stressed, depressed, and feel hopeless because of their work.

When someone enjoys good mental health, they can appreciate the time and the people around them more in their daily lives. At the peak of health stability, they will experience happiness and won't feel burdened when facing various problems.

The last aspect is mental stability. The human soul is a spiritual entity. Logically, peace of mind is achieved by fulfilling the spiritual needs that connect with the Most High Spiritual Substance within the human soul. The more intensely humans remember God, the more profound the presence of God becomes, leading to a calmer human soul.

From this perspective, a perfect human being is someone who balances the qualities of knowledge and charity and can transmit these qualities to others. The quality of knowledge is characterized by faith and righteous deeds. Therefore, happiness in life is attained through harmony in career stability, financial stability, family and social life stability, health stability, and, finally, mental stability, which includes mental and spiritual well-being. If someone interprets happiness correctly, they will find that the life they lead is sufficient, and they will always be grateful for what they have obtained.

It's important to understand that worldly happiness is not eternal, so one should strive to be someone who intelligently interprets true happiness, which encompasses both this world and the hereafter.

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STAKEHOLDER THEORY: THE STATE OF THE ART (PART 2)

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The 1st part of this article is in the previous issue of BizNewz (Jan-May 2023).

The following are the continuation of some of the issues that have arisen in relation to the Stakeholder Theory, which is commonly connected to social issues related to management (Issues 4 - 6).

THE STAKEHOLDER THEORY

Issue 1
It is not a 'theory'

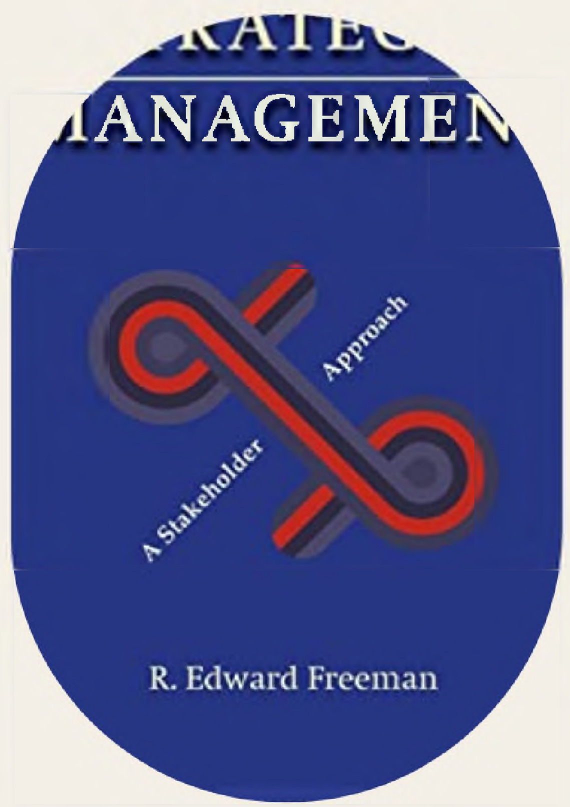
Issue 2
Managerial opportunism

Issue 3
Concerned with distribution of financial output

Issue 4
All stakeholders must be treated equally

Issue 5
Changes to current law

Issue 6
Stakeholder Theory is socialism



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Issue 4 - All stakeholders must be treated equally

Some pondered that all stakeholders must be treated equally (Gioia, 1999; Marcoux, 2000; Sternberg, 2000). The central point is that critics have focused on the concept of treating stakeholders equally, particularly in discussions of what it means to manage for stakeholders.

The founders recommend that the forms of meritocracy can be used to demonstrate the significance of stakeholder characteristics and the fact that each firm may approach this issue differently depending on its own version of Stakeholder Theory. It is demonstrated here that the theory is flexible and dynamic.

Issue 5 - Chamges to current law

There are researchers that claimed Stakeholder Theory requires changes to current law (Hendry, 2001a, 2001b; Van Buren, 2001). If instead the law is not changed, some argue that doing anything other than shareholder management is illegal, while others argue that Stakeholder Theory should be more easily implemented (i.e., creating a better understanding of how Stakeholder Theory can be used to manage without violating the fundamental business law principles).

Stakeholder Theory, in contrast, allows firms to practise it without requiring that the law to be changed and that the business judgement rule permits firms to utilise Stakeholder Theory without fear of violating legal theory or practice.

Issue 6 - Stakeholder Theory is socialism

Some claimed that Stakeholder Theory is socialism and refers to the entire economy (Barnett, 1997; Hutton,1995; Rustin, 1997). But in fact, that Stakeholder Theory is first and foremost a theory of organizations, not a theory of political economy with a comprehensive moral doctrine which can answer all moral questions without needing to refer to any other theory.

Research Design and Methodology

A comprehensive review is conducted on the major issues that arise, as well as the applications and adaptations of the theory across a wide range of disciplines.

The Implication of Findings

Major applications and adaptations of Stakeholder Theory across a vast array of disciplines are discussed such as business ethics, corporate strategy, finance, accounting, management, and marketing. In the ethics literature, a topic of some importance to Stakeholder Theory is discussed based on the ethical foundations of the theory:

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1 The normative core of Stakeholder Theory.

Stakeholder Theory bridges the gap between the philosopher's normative analysis and the management scholar's empirical/instrumental investigation. Theorizing should concentrate on how to communicate and connect so that to make it easier for people to work together and create more value through their work at the organisation.

2 The parts of Stakeholder Theory.

To tell an engaging story (communicate and connect), all three components of Stakeholder Theory (the problem of value creation and trade, the problem of the ethics of capitalism and the problem of managerial mindset) should be included and it must assist managers in creating value for stakeholders so that they can improve their day-to-day lives.

3 Corporate Social Responsibility (CSR)

It is important to determine accurately who the primary and secondary stakeholders really are. Are they affecting and being influenced by the business goal and achievement?

4 Corporate Social Responsibility (CSR)

From the Stakeholder Theory's perspective, the main concept of CSR is to expand the role and responsibility of organisations to include more than just financial ones and to identify the "social" obligations of business, conceptually and empirically. Various terms are used interchangeably, which includes corporate social performance, corporate social responsiveness, corporate citizenship, corporate governance, corporate accountability, sustainability and the triple bottom line, and corporate social entrepreneurship.

Future Research Agenda

As a well-known theory of business ethics and firm management, Stakeholder Theory provides methods for organising purpose and managing organisational affairs that are efficient, practical, and ethical under a variety of environmental conditions. More attention also to be given on the issue of value creation (good ethics) and value trade (the distribution of that value).

To make theorising in business ethics more relevant in practise, ethicists should pay more attention to the core functions of business and better understand how they shape sense making about both business and ethics. Stakeholder Theory should incorporate a few other elements, such as value distribution, synergy among stakeholders' interests and conflicting directions within groups. Future research could assess possible differences in the strategic purpose of higher education institutions (HEIs), which could act as a relevant mediator variable, potentially affecting the relevance of contributions among stakeholders, as well as evaluate the externalities of institutions and their impact on stakeholder relationships. Longitudinal studies that are needed to sort out how managers make the same sort of decisions could help with future research. Additionally, study into the advantages that companies can generate by engaging a marginalised stakeholder group can be done in the future.

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FIVE IMPORTANT TIPS TO HELP NOVICE ATHLETES IN SPORTS CONFIDENCE

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A connection between confidence and sports performance has approximately been discussed among either coaches or novice athletes. Having sports confidence means having self-confidence, which is your belief in your ability to accomplish a physical skill or task required in your sport. According to Vealey (2008), sports confidence can be identified as a belief or degree of certainty that athletes have about their ability to be successful in sport. New athletes sometimes feel nervous, unsettled, or under more pressure to play their best before or during competition. Other than that, they are held back because they lack confidence, have doubts, and try to perform perfectly. Athletes who have this kind of attitude are the ones who may underperform.

Hence, below are five important tips to help the novice athletes to gain sports confidence:

SURRENDER YOUR ANXIETY

When new athletes have a competitive event coming up, they can evidence sports performance anxiety. It can come in the form of freaked-out, nervousness, or even panic, which can distract with decision-making and performance. Novice athletes can focus their energy and awareness on execution by practising mindfulness and meditation, and so, these distractions will fade away.

CONSISTENCY IN TRAINING

Great athletes understand the importance of training. Nothing beats constant training for boosting confidence and skills. A skilled coach will assist novice athletes in setting goals, developing action plans, and ensuring adequate preparation to build confidence prior to a game or competition. Furthermore, because it is familiar, regularity in training makes athletes feel more at ease and helps to reduce their stress levels.

AVOID COMPARISON

It is common for rookie athletes to compare their performance to that of others, which can be damaging to their confidence and performance. Thus, comparing to the other athletes is the mental act of placing the achievements, experiences, and self-worth alongside others (Vealey et al., 2017). This comparison trap often leads to a person imagining others' experiences as being far superior to their own. Therefore, the new athletes are taught not to compare themselves in order to enhance their confidence.

PERFORM UNDER PRESSURE

One of the most crucial skills that novice athletes must learn is how to remain calm and perform well under pressure even in the most chaotic situations. When performing, every athlete feels pressure. For example, the less prepared the athletes, the more pressure they will feel. No athlete is immune to pressure, but the pressure can make them perform better or worse.

DO NOT AIM FOR PERFECTION

Novice athletes have to put in mind that they do not have to be perfect to perform their best. They are humans and humans cannot be perfect. They are permitted to make errors and must learn to accept them. They have to always remember not to judge the quality of their techniques and performances.

In conclusion, novice athletes should remember that the ultimate goal of sports confidence is to develop a strong and resilient belief in their athletic ability so that they can give their best effort, perform at their highest level, and believe that they can achieve their goals in the most important competitions of their lives.

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PANDANGAN AWAL MENGENAI KESEDARAN KESELAMATAN DI MALAYSIA

Kesedaran keselamatan di sektor industri minyak dan gas

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PENGENALAN

Menurut statistik, 4.0 peratus kemalangan berlaku di persekitaran tempat pejabat adalah disebabkan oleh tahap kesedaran keselamatan yang rendah (Rahman dan Kamil, 2022). Menurut Rahman dan Kamil (2022) lagi, mereka mendapati bahawa ulasan karya mengenai kesedaran keselamatan banyak memfokuskan kepada penjagaan kesihatan dan jarang menumpukan kepada industri lain walhal telah diketahui umum bahawa Industri minyak dan gas serta pembinaan merupakan antara industri yang terdedah kepada risiko bahaya kemalangan kepada pekerja namun seperti yang dinyatakan di atas, majikan hanya menumpukan kepada soal keselamatan di tapak dan jarang mengambil peduli mengenai risiko kemalangan di kawasan pejabat sungguhpun peratus kemalangan semakin meningkat mengikut tahun disebabkan pelbagai faktor antaranya termasuklah kurang kesedaran mengenai isu keselamatan sama ada pihak majikan mahupun pekerja.

KESEDARAN KESELAMATAN

Berdasarkan kepada Majlis Keselamatan dan Kesihatan Negara, kesedaran keselamatan merujuk kepada persepsi seseorang dan pengetahuan mereka mengenai sesuatu situasi dan bagaimana tindakan mereka untuk menyelesaikan perkara yang tidak diingini atau berfikir jauh ke hadapan untuk mengelakkan kejadian yang tidak diingini. Salmon dan Stanlon (2013) dan Walker dan lain-lain (2012) dalam kajian mereka menyatakan yang kemalangan terjadi kerana kurangnya kesedaran keselamatan. Walker dan lain-lain (2012) juga menekankan kepada kurangnya kesedaran keselamatan disebabkan mereka mempunyai pengetahuan yang terbatas mengenai isu keselamatan dan masalah tingkah laku. Salmon dan Stanlon (2015) membahaskan bahawa kesedaran keselamatan merupakan satu konsep pelbagai dimensi yang bergantung kepada latihan dan sikap seseorang. Latihan juga merupakan satu aspek dalam iklim keselamatan menurut Baron (2008) dan tingkah laku adalah sebahagian daripada sikap menurut Nektorious dan lain-lain (2018). Ibrahim dan lain-lain (2012) dan Dodge (2011) pula menyatakan yang kesedaran keselamatan juga dipengaruhi oleh budaya keselamatan.

Rahman dan Kamil (2022) menyatakan bahawa kesedaran keselamatan memainkan peranan yang penting dalam mencegah kecederaan sewaktu bekerja kepada pekerja. Program kesedaran boleh digunakan untuk mengukuhkan sikap pencegahan positif dan meningkatkan amalan penjagaan kendiri di tempat kerja. Menurut mereka lagi, walaupun ditengah kerancakan ekonomi syarikat, kesedaran keselamatan di tempat kerja dalam kalangan pekerja dipelbagai industri adalah rendah. Majikan yang mempunyai tahap pemahaman yang rendah tentang bagaimana langkah keselamatan di tempat kerja yang harus dilaksanakan dan isu keselamatan, merupakan isu yang menerima prioriti paling rendah disebabkan kawalan kos di syarikat. Menurut penyelidik lagi, kesedaran mengenai masalah ergonomik dan pengetahuan pekerja dan majikan juga adalah rendah dalam pelbagai bidang sungguhpun isu kesedaran keselamatan untuk setiap industri adalah berbeza. Penyelidik yang sama juga mendapati bahawa terdapat kecuaian dalam kalangan pekerja semasa menjalankan tugas mereka yang melibatkan soal keselamatan sehingga kemalangan dan kecederaan berlaku.

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Menurut Al-Mekhlafi dan lain-lain (2021), budaya keselamatan dikebanyakan negara adalah kompetitif terutama dalam industri minyak dan gas disebabkan oleh keperluan global untuk pertumbuhan yang mampan. Menurut pengarang itu lagi, budaya keselamatan merujuk kepada bagaimana individu atau organisasi mengambil tanggungjawab peribadi mengenai tindakan keselamatan, mengenal dan berkomunikasi mengenai masalah keselamatan dan menyesuaikan perlakuan selaras dengan pengajaran yang dipelajari daripada pengalaman kesilapan yang lepas dan menjadi budaya organisasi. Choudhry dan lain-lain (2007) mendefinisikan budaya keselamatan sebagai satu hasil daripada individu atau kumpulan mengenai sikap, nilai, kecekapan, dan tabiat yang mewakili komitmen organisasi dalam mengatasi masalah keselamatan. Dejoy (2005) dan Timmermans dan lain-lain (2019) juga mentakrifkan budaya keselamatan merupakan hasil daripada kepercayaan dan sikap masyarakat mengenai soal keselamatan dan mempunyai hubung kait dengan kesedaran mereka mengenai keselamatan. Wegmann dan lain-lain (2004) dan Ibrahim dan lain-lain (2012) mendapati hubungan yang positif wujud antara kesedaran keselamatan dan budaya keselamatan. Pengarang menyatakan bahawa budaya keselamatan termasuklah persekitaran organisasi dan polisi organisasi memang mempunyai impak yang besar kepada tahap kesedaran keselamatan pekerja. Manitoba (2014) serta Naji dan lain-lain (2020) juga menyokong pernyataan pengarang terdahulu dan kajian mereka juga mendapati bahawa terdapat hubungan positif antara kesedaran keselamatan dan budaya keselamatan.

IKLIM KESELAMATAN

Apabila dilihat dari sudut iklim keselamatan pula, ia merujuk kepada bagaimana pandangan individu mengenai peraturan keselamatan di tempat kerja, prosedur dan amalan syarikat (Intan dan lain-lain, 2022). Menurutnya lagi, buat masa kini tidak terdapat satu pandangan yang jitu mengenai dimensi iklim keselamatan kerana masih lagi dalam perbahasan. Baron (2008) dan Cheyne dan lain-lain (2002) menyatakan bahawa iklim keselamatan merujuk kepada kesan persekitaran dan faktor organisasi kepada nilai organisasi. Xu dan lain-lain (2020) pula menegaskan yang iklim keselamatan boleh dipecahkan kepada kumpulan kecil iaitu komitmen pengurusan, tabiat organisasi, penglibatan komunikasi mengenai keselamatan, peralatan keselamatan, pengemasan organisasi, latihan dan ganjaran. Luo (2020) menjelaskan tiada satu takrifan yang jelas mengenai iklim keselamatan tetapi kajian beliau telah menetapkan iklim keselamatan sebagai persepsi psikologi individu tentang sejauh mana perkembangan keselamatan syarikat dan kepercayaan mereka terhadap isu tersebut. Persepsi psikologi menunjukkan pengiktirafan individu atau organisasi mengenai status keselamatan yang mungkin menjadi kurang stabil dan berubah mengikut masa dan lokasi. Ini termasuk juga polisi keselamatan, prosedur dan latihan keselamatan. Menurut Luo (2020) ada tiga tahap mengenai iklim keselamatan iaitu organisasi, individu dan persekitaran yang merangkumi aspek polisi, peraturan, latihan dan penglibatan semua dalam aspek keselamatan. Cheyne dan lain-lain (2002) dan Baron (2008) dan Xu dan lain-lain (2020) juga membincangkan mengenai hubungan antara kesedaran keselamatan dan iklim keselamatan yang berkadaran positif antara satu sama lain. Ini diperkukuhkan lagi dengan kajian oleh Wang, Sun, Du dan Wang (2018) mengenai hubungan positif antara iklim keselamatan dan kesedaran keselamatan.

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Menurut Henning dan lain-lain (2009), sikap keselamatan adalah tindak balas individu terhadap kepercayaan dan emosi berkaitan dengan polisi, prosedur dan amalan keselamatan. Ini termasuklah komitmen peribadi dan tanggungjawab individu terhadap aspek keselamatan. Sikap keselamatan dipengaruhi oleh kedua-dua perkara iaitu persekitaran dan perbezaan individu. Wang dan lain-lain (2018) mentakrifkan sikap keselamatan sebagai satu tindakbalas emosi terhadap aspek keselamatan. Wang dan lain-lain (2018) menjelaskan lagi yang sikap keselamatan diukur berdasarkan dua faktor iatu penyertaan dan kepatuhan kepada aspek keselamatan. Baron (2008) dan Cheyne dan lain-lain (2002) mendapati hubungan yang positif antara sikap keselamatan dan kesedaran keselamatan dan ini diperkuatkan lagi dengan kajian Wang dan lain-lain (2018) yang mendapati hubungan positif antara sikap keselamatan dan kesedaran keselamatan. Rahman dan Kamil (2022) mempertimbangkan sikap sebagai pandangan pekerja terhadap amalan, polisi dan prosedur serta kelakuan di tempat kerja. Sikap keselamatan pula digambarkan sebagai tingkah laku yang menyokong prestasi dan aktiviti keselamatan seperti latihan keselamatan, dan kepatuhan kepada langkah keselamatan untuk mengurangkan risiko kemalangan. Perlaksanaan program-program keselamatan hanya akan berkesan sekiranya pekerja mempamerkan sikap positif terhadap peraturan keselamatan menurut kata pengarang lagi. Kajian Rahman dan Kamil (2022) juga menyokong dapatan kajian pengarang terdahulu yang menyatakan bahawa sikap keselamatan adalah berkadar positif dengan kesedaran keselamatan.

PENUTUP

Sebagai kesimpulan, artikel ini bertujuan untuk mengkaji faktor-faktor yang menyumbang kepada kesedaran keselamatan terutama di sektor industri minyak dan gas. Setelah diteliti hasil daripada pembacaan, didapati antara faktor terbanyak yang menyumbang kepada kesedaran keselamatan adalah budaya keselamatan, iklim keselamatan dan sikap keselamatan. Diharapkan artikel ini dapat memberikan gambaran awal mengenai kesedaran keselamatan kepada pekerja pejabat di luar sana.

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Kesediaan Pasaran : Ketahui Persediaan Pengurusan Syarikat Sebelum EKSPORT

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Export adalah istilah yang digunakan dalam konteks perniagaan dan perdagangan antarabangsa untuk mengembangkan kegiatan menjual barang atau produk dari satu negara ke negara lain. Eksport menurut Kamus Dewan Edisi Keempat (2010) ialah perbuatan menghantar atau mengirim barang-barang dagangan ke luar negara. Ia merupakan sumbangan penting dalam ekonomi global dan sering menjadi sumber pendapatan utama bagi banyak negara. Aktiviti eksport adalah salah satu cara penting bagi negara-negara untuk menjana pendapatan, meningkatkan pertumbuhan ekonomi, memperluaskan pasaran, dan memanfaatkan kebolehan persaingan sesebuah negara serta sebagai langkah bagi memperluaskan hubungan perdagangan dengan negara lain.

Eksport melibatkan pelbagai jenis barangan sama ada produk daripada kilang seperti kenderaan, pakaian, elektronik, sehinggalah ke eksport komoditi seperti minyak mentah, hasil pertanian, dan mineral. Kaedah yang digunapakai juga adalah pelbagai merangkumi penjualan secara langsung kepada pembeli atau peniaga di luar negeri, melalui perantara perdagangan, atau melalui penglibatan perusahaan asing. Usahawan dan eksport memiliki hubungan yang erat kerana eksport merupakan salah satu strategi perniagaan yang biasa digunakan oleh kebanyakan usahawan untuk mengembangkan perniagaan mereka. Namun, sebelum mengambil langkah untuk mengeksport hasil produk, usahawan harus bijak mengenalpasti dan melakukan penelitian pasaran yang cermat, mengidentifikasi peluang dan cabaran, serta merencanakan strategi eksport yang tepat untuk perniagaan mereka.

Sumber Eksport

Adalah penting untuk mengenalpasti dengan baik sama ada bahan-bahan yang digunakan dalam penghasilan produk itu mencukupi bagi mencakupi ruang pasaran yang lebih besar. Adakah kapasiti mesin atau peralatan yang ada juga mampu untuk mencapai sasaran yang diinginkan apabila memulakan aktiviti eksport? Ini adalah sangat penting bagi memastikan ruang lingkup pasaran yang ingin kita tembusi dan dominasi mampu dicapai dan dipenuhi dengan sebaiknya.

Pemasaran dan Penjualan

Selain itu usahawan juga perlu mengambilkira keupayaan dan kebolehan dalam membuat pemasaran yang lebih menyeluruh. Adakah usahawan bersedia untuk membuat promosi eksport? Berapakah peruntukan yang perlu untuk dibelanjakan? Memilih negara atau pasaran luar negeri yang akan menjadi target eksport juga penting. Ini memerlukan penelitian dari segi potensi pasaran, permintaan produk, budaya, syarat-syarat dan regulasi yang ditetapkan di sesebuah negara, serta faktor-faktor lain yang dapat mempengaruhi keberhasilan eksport itu sendiri.

Potensi Produk

Mengenalpasti potensi produk sebelum eksport adalah kunci dalam merencanakan dan melaksanakan kegiatan eksport yang berkesan dan berjaya. Selain ketahanan produk berkenaan, antara langkah penting adalah keperluan untuk usahawan mengetahui sama ada produk tersebut mempunyai permintaan di luar negara. Usahawan juga perlu bersedia untuk mempertimbangkan sama ada produk tersebut memerlukan penyesuaian atau modifikasi untuk memenuhi keperluan pasaran antarabangsa. Ia merangkumi perubahan dalam kemasan, label, atau spesifikasi produk.

Komitmen Pengurusan

Pengurusan yang baik mampu memacu perkembangan perniagaan yang berdaya maju. Pengurusan syarikat juga perlu merencanakan strategi yang efektif dan bersesuaian dengan capaian pasaran. Antara persoalan yang perlu ditekankan dan memerlukan persediaan adalah; Adakah anda mempunyai kakitangan yang berpengalaman dan dalam masa yang sama adakah anda bersedia untuk sebarang pertambahan kakitangan? Adakah anda mampu membuat pelaburan baru? Dengan komitmen yang tinggi dan

pemahaman yang baik tentang pasaran antarabangsa, sesebuah perniagaan itu dapat meningkatkan peluang mereka dalam perniagaan eksport yang diceburi.

Secara kesimpulannya, persediaan sebelum eksport perlu diambil kira oleh sesebuah syarikat dan ianya amat penting bagi memastikan ketersediaan produk yang cukup untuk memenuhi permintaan pasaran antarabangsa serta menghindari gangguan dalam pelaksanaan aktiviti eksport. Untuk mencapai keberhasilan yang signifikan usahawan perlu memahami pasaran mereka, berpengetahuan luas dan terbuka, memiliki rantaian strategi dan pasukan yang kuat serta berdaya saing.

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Whether You like It or Not

BRAND MATTERS

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BUSINESS PERSPECTIVE

Why are people paying so much for a brand, that sometimes they couldn't afford themselves? A mere example could be aiming for a certain product by end of every month every time salary hits. Are people pleasing themselves or others? A question till date, has no specific answer but from years in the media industry, dealing on a day-to-day basis with fast forward fashion. Carrying a brand does provide social acceptance and lets a person fit in a group that they desire. As we all know, everyone wants to be accepted whether at school, work, or social circles. The greater the brand, the broader social acceptance is.

Branding marketers are working all day thinking of strategies to increase the brand's presence, to widen their target market. A simple logic behind all the hard work is for people to believe that they need their product or services to be able to fit into a social status. Not all brands do this, but management that think ahead of time will always invest in brand building more than just promo ads. The reason is long term investment gets the business running on its own.

THE CONSUMER

What always comes to mind when a consumer enters a shopping mall for jeans as an example, overwhelmed with different types of brands, which would be the top three outlets to spend ones money on.

As the brand positioning applies, the customer will they think of the latest brand that came across. Brand helps to ease out the decision-making process and with minimum thought, the unique selling point of that one brand that crossed the mind appears and sealed the deal. Should the customer take a brand that is established or a brand that is rather new in the market? Besides price point being another factor, having that brand for social status and being part of a trend is the strongest factor.
And that is why, brands sell themselves despite the price.

SPENDING HABIT

Is it worth for youth to choose the branded item to be look good for others? Youth nowadays are spending too many branded items for their social media to get thousands likes without counting their pennies.

Over spending habit sometimes influenced by their peers. Staying in a circle can exert significant pressure on individuals to conform to certain spending behaviors.

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Dilema Penjawat Awam

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Memilih antara Skim Pencen dan Kumpulan Wang Simpanan Pekerja (KWSP) adalah keputusan penting bagi penjawat awam di Malaysia yang mempengaruhi kestabilan kewangan mereka selepas bersara. Keputusan untuk memilih Skim Pencen atau Kumpulan Wang Simpanan Pekerja (KWSP) bergantung kepada pelbagai faktor seperti keperluan kewangan, jangka masa manfaat, tahap fleksibiliti, dan kestabilan kerjaya. Pemilihan ini haruslah dipertimbangkan dengan teliti dalam konteks matang untuk memastikan keselamatan kewangan jangka panjang.

Menurut Timbalan Menteri Kewangan I, Datuk Seri Ahmad Maslan berkata rakyat yang tiada pekerjaan tetap dan bekerja sendiri di negara ini perlu mempunyai simpanan asas sekurang-kurangnya RM240,000 agar dapat bersara pada usia 55 tahun secara bermaruah. Simpanan tersebut merupakan anggaran yang boleh dibelanjakan kira-kira RM1,000 sebulan selepas golongan tersebut bersara. Walaubagaimanapun, jumlah ini hanya mencukupi untuk menampung perbelanjaan harian. Bagi memastikan persaraan yang selesa, anda mungkin memerlukan lebih banyak dana untuk perbelanjaan seperti penjagaan kesihatan, tanggungan keluarga, insurans, percutian, hiburan, dan sebagainya. Penyataan ini juga dikukuhkan lagi oleh laporan yang dikeluarkan oleh Bank Dunia yang menunjukkan Malaysia mempunyai nisbah gantian pendapatan sebanyak 30 peratus, iaitu satu angka yang jauh lebih rendah berbanding purata dunia pada 70 peratus. Ini bermakna wujud jurang besar antara rakyat Malaysia yang menyimpan untuk persaraan berbanding jumlah wang yang diperlukan ketika bersara.

Sebagai penjawat awam yang telah mengabdikan diri selama 30 hingga 40 tahun dalam dunia pekerjaan, pastinya anda ingin menikmati persaraan dengan tenteram tanpa kebimbangan kewangan, bukan? Membuat perancangan persaraan adalah suatu aspek yang perlu difikirkan dengan serius, walaupun mungkin anda rasa masih ada masa yang cukup panjang sebelum persaraan tiba. Perancangan persaraan yang baik adalah kunci untuk memastikan kewangan yang stabil dan kualiti hidup yang baik selepas memasuki alam persaraan. Berikut adalah langkah-langkah dan aspek yang perlu dipertimbangkan dalam merancang persaraan:

1. Menetapkan Matlamat Persaraan: Tentukan jumlah wang yang diperlukan untuk mencapai matlamat persaraan anda berdasarkan perbelanjaan anggaran, gaya hidup yang diinginkan, dan tempoh pencen yang dirancang.
2. Menilai Sumber Dana Persaraan: Tentukan jumlah simpanan, dana KWSP, dan aset lain yang anda miliki yang boleh digunakan untuk persaraan.
3. Bentuk Pelaburan yang Tepat: Pelbagaikan pelaburan untuk mengimbangi risiko dan pulangan yang optimum. Pilih pelaburan yang sesuai dengan matlamat persaraan jangka panjang anda.
4. Penilaian Risiko dan Keselamatan Kewangan: Pastikan anda mempunyai perlindungan insuran yang mencukupi untuk melindungi diri dan keluarga daripada risiko kewangan seperti kematian, sakit, atau kehilangan pendapatan.
5. Perencanaan Keperluan Harian hingga Keperluan Khas: Anggarkan kos untuk kehidupan harian termasuk makanan, tempat tinggal, dan pengangkutan. Tentukan jumlah yang diperlukan untuk penjagaan kesihatan, ubat-ubatan, dan rawatan perubatan. Pertimbangkan keperluan kewangan untuk tanggungan seperti pendidikan anak-anak atau penjagaan orang tua.
6. Pemilihan Tarikh dan Gaya Hidup Pencen: Tentukan umur di mana anda ingin bersara dan memulakan sumber pendapatan persaraan. Fikirkan tentang aktiviti dan gaya hidup yang ingin anda nikmati selepas pencen dan anggarkan kos yang diperlukan.
7. Kemaskini dan Penyemakan Berkala: Semak semula perancangan secara berkala dan kemaskini matlamat serta strategi berdasarkan perubahan dalam keadaan kewangan dan peribadi.
8. Konsultasi Kewangan dan Nasihat Profesional: Jumpa penasihat kewangan yang berkelayakan untuk membincangkan matlamat, strategi, dan langkah-langkah persaraan.

Sebagai seorang penjawat awam yang ingin memilih antara skim pencen atau Kumpulan Wang Simpanan Pekerja (KWSP), terdapat beberapa aspek penting yang perlu dipertimbangkan sebelum membuat keputusan:

1. Matlamat Kewangan dan Sasaran ketika bersara

Pertimbangkan matlamat kewangan anda selepas bersara. Adakah anda ingin mencapai pendapatan tetap bulanan atau mempunyai kebebasan kewangan untuk melabur dalam pelaburan lain? Sasarkan jumlah wang yang anda perlukan untuk mencapai matlamat kewangan ini.

2. Perbandingan Faedah bagi setiap Alternatif

Bandingkan kelebihan dan faedah yang diperolehi melalui skim pencen dengan faedah yang anda boleh peroleh dari KWSP. Tinjau kadar pencen, sumbangan majikan, dan pulangan pelaburan KWSP. Perbandingan ini akan membantu anda membuat keputusan yang lebih bijak dan tepat.

3. Fleksibiliti dan Kawalan

Tentukan tahap fleksibiliti dan kawalan yang anda ingin miliki terhadap dana anda selepas bersara. KWSP menawarkan fleksibiliti yang lebih tinggi dalam menguruskan dana anda berbanding dengan skim pencen yang mungkin mempunyai peraturan yang lebih ketat.

4. Ketahanan dan Risiko Pelaburan

Pertimbangkan tahap risiko yang anda bersedia ambil dengan pelaburan dana persaraan anda. Semak jenis pelaburan yang dibenarkan dalam kedua-dua skim dan nilai risiko yang terlibat.

5. Kepelbagaian Pelaburan

Pertimbangkan kepelbagaian pelaburan yang anda perlukan. Adakah anda lebih suka melabur dalam portfolio yang berbeza atau lebih suka pelaburan yang lebih terkawal dan aman?

6. Perancangan Harta Pusaka

Fikirkan tentang perancangan harta pusaka dan kesan pemilihan anda terhadap waris anda. Tentukan bagaimana penswastaan atau simpanan dalam KWSP akan mempengaruhi harta pusaka anda.

7. Saranan dan Perundingan

Ambil berat untuk mendapatkan nasihat daripada penasihat kewangan yang berkelayakan atau pakar di bidang penswastaan dan pelaburan. Mereka boleh membantu anda membuat keputusan yang lebih baik berdasarkan keadaan kewangan peribadi anda.

8. Analisis Kos Hidup Selepas Bersara

Lakukan analisis kos hidup anda selepas bersara, termasuk perbelanjaan harian, perubatan, pengangkutan, dan keperluan asas yang lain. Ini akan membantu anda menentukan jumlah wang yang mencukupi untuk keperluan hidup selepas bersara.

9. Pengetahuan dan Pendidikan

Perluas pengetahuan anda tentang kedua-dua opsyen - skim pencen dan KWSP. Pelajari lebih lanjut tentang kelebihan, kelemahan, dan ciri masing-masing untuk membuat keputusan yang lebih baik.

Amat penting bagi seseorang penjawat awam mempertimbangkan kesesuaian dan keunikan situasi kewangan anda sebelum membuat keputusan. Setiap individu mempunyai keperluan dan keadaan yang berbeza, jadi pastikan untuk memilih opsyen yang paling sesuai dengan matlamat kewangan dan keperluan persaraan anda. Melalui perancangan persaraan yang bijak dan teliti, anda boleh memastikan kewangan yang mapan dan kualiti hidup yang baik selepas bersara.

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The Unmanned Vehicle

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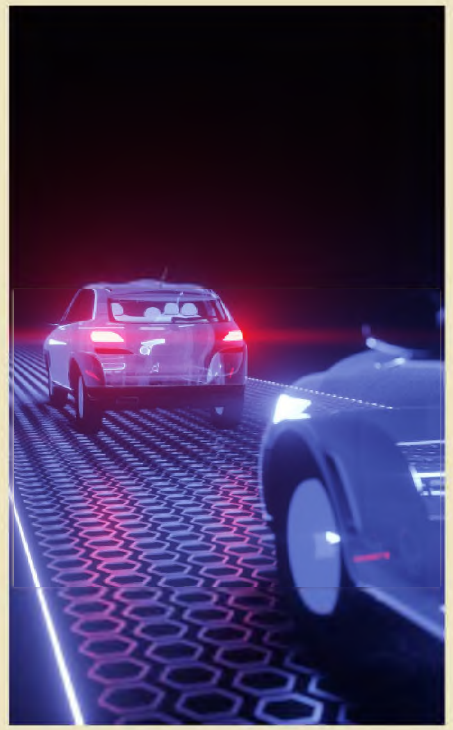
November 2016 had witnessed the world first delivery of pizza by Domino's Pizza. A New Zealand couple has become the first people in the world to have a pizza delivered by drone to their home in Whangaparaoa, about 20 miles north of Auckland (Reid, 2016). The discussion by Trott (2017) on drone however had focused on the issues raised on unmanned drone, which are safety, privacy, and cost.

Among others, there are the questions of whether the drones can avoid accidents in the air and whether they will not be used to invade people's privacy, which is also related to the need for regulation. One of the innovation hurdles faced in developing drones is regulators. In comparison between 4 countries: Australia, U.S., Canada, and U.K., the least regulated country on unmanned drone for commercial use is Australia. If we are to make comparison between China and U.S.A, a company in China is freer to explore the use of unmanned drone compared to the U.S.A where it had been restricted by the Federal Aviation Administration (FAA) for a commercial use.

Another issue discussed was where is the most suitable and cheapest place to produce them. There are also arguments on the necessity of producing unmanned drone based on its endless potential usage and producing them at the lowest cost. It is emphasized that Mexico is the



best location for large-scale drone production due to its efforts to prepare a highly skilled workforce at a low cost, its various FDI incentives, and its proximity to the United States, which can save significant transportation costs.

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Unmanned aerial vehicles (UAVs) and autonomous drones share the characteristic of operating without a pilot or passengers. Put another way, not a single person is on board. But the way they vary from one another is that the UAV is an aircraft that can be operated remotely without requiring an onboard pilot. Despite being a type of UAV, an autonomous drone is outfitted with more advanced technology that makes it unnecessary for anyone to manage it, not even from a distance. All required data, including the drone's destination and tasks, are encoded by its sensor suite, autopilot, and onboard computer (Mission Go, n.d.). The useful usage of Autonomous Drone especially for military purposes has long been discussed on many platforms. Lately however, you can see the use of Autonomous Drone in the war between Russia and Ukraine has recently received a lot of media attention, most probably because of the globalization of internet usage.

To be honest, we are a little hesitant to use autonomous drones because of privacy concerns. Still, we think it will be put to good use in the future because it can help a lot of people, particularly government agencies. Almost similar to the technology of Autonomous Drone except that it is landed, is unmanned car.
From unmanned aircraft, we are moving to unmanned car. An autonomous car, driverless car, robotic car, or self-driving car are more common terms for unmanned cars. It requires the adaptation of critical technologies like sensors, cameras, radar, and artificial intelligence (AI) to function without a human driver or human intervention. Only when it can find its way to a predefined spot on a road or route that hasn't been prepped for its use in advance will it be deemed fully autonomous (Lutkevich, n.d.).

Many businesses, particularly automakers like General Motors, Tesla, Volkswagen, Audi, BMW, Ford, Toyota, and Volvo, are embracing the technology. Unexpectedly, Google is also experimenting with the technology, but it does so by testing it on Audi and Toyota vehicles. Given what Google excels at and the self-driving car technology itself, this is actually not that surprising. AI technologies are heavily utilized to support the operation of self-driving cars. To create a system that can recognize images such as traffic lights, pedestrians, signs, trees, curbs, etc., enormous amounts of data from image recognition systems, neural networks, and machine learning are required. Most of these technologies have already been the subject of Google research (Lutkevich, n.d.).

Since AI is being used, it learns as it goes. As a result, the same concerns about safety that surround UAVs also arise here because it will take some time for any self-driving car to mature and acquire high levels of driving expertise. The cost issue is no different. Even though it's claimed that automakers have already reached stage 4, the technology is still in its early stages, so it will take some time before self-driving cars are widely available at a reasonable cost for business use. The good thing is that perhaps one issue in the Autonomous Drone can be omitted here, that is privacy. There is no issue of snooping around or spying into anyone's house.

COMPANIES INVOLVED IN SELF-DRIVING VEHICLES

PONY.AI

Pony.ai inc. (Pony.ai) has just started 7 years ago (2016) in Silicon Valley but has already emerged as a major player in the field of autonomous mobility technology (self-driving cars). They are divided into three business divisions: Robotruck, Robotaxi, and Personally Owned Vehicle (POV). They were ranked #10 out of the 50 most inventive and disruptive businesses on the CNBC Disruptor list in the previous year (2022). The company has conducted 9.3 million autonomous testing in a few countries, including the United States and China, which gives them great confidence in their technology and product. Additionally, they are growing stronger since they have already partnered with a few well-known businesses, such as Toyota, SANY, FAW Group, GAC Group, OEMs, etc (Pony.ai, n.d.).

TOYOTA

Established in August 1937 as Toyota Motor Co., Ltd., the Japanese multinational automobile manufacturer later rebranded itself as Toyota Motor Corporation (Toyota Industries Corporation, n.d.). Prior to 1937, when they were in the loom manufacturing business rather than the automobile manufacturing business, Toyota was already engaged in innovation. They had continued to be driven by innovation up until this point. A subsidiary of Toyota, Tsusho, began to develop the logistics of the future by supplying drones to the Goto Islands in Nagasaki and utilizing them to transport food and medical supplies. In addition, on August 4, 2023, in California, Toyota Motor (China) Investment Co., Ltd. (TMCI) and GAC Toyota Motor Co., Ltd. (GTMC) signed a joint venture agreement with Pony.ai to jointly accelerate the mass production and large-scale deployment of fully driverless robotaxis, particularly in China. This indicates that Toyota is also involved in the autonomous vehicle space. At the moment, Pony.ai is using 200 Toyota and Lexus models for its robotaxis testing in Beijing, Guangzhou, Shanghai, and Shenzhen, China's Tier-1 cities.

SANY Heavy Truck of SANY Heavy Industry

Originating in Lianyuan, China, SANY Heavy Truck is a division of SANY Heavy Industry. After 34 years of operation, SANY Heavy Industry, which was founded in 1989, is currently ranked as the top heavy-equipment manufacturer in China and the third largest heavy-equipment manufacturer worldwide.

The company offers a variety of products and services, including renewable wind energy systems, port equipment, oil drilling equipment, and construction and mining equipment. Sany's commitment to innovation is demonstrated by their yearly R&D expenditures, which account for 5–7% of sales revenue. Additionally, they support their employees' participation in R&D, and as a result, over 7000 of them are currently engaged in the field (Sany1, n.d.).

It is also demonstrating its commitment to developing intelligent manufacturing, which integrates the internet into the entire manufacturing process by introducing a new electric product portfolio, realizing smart manufacturing, and utilizing autonomous operations with select models.

Pony.ai and Sany Heavy Truck were drawn to each other as a result, and on July 27, 2022, they signed an agreement to begin producing autonomous trucks that will be driven by Pony.ai's Autonomous Driving Controller (ADC). The strategic agreement will enable them to build autonomous trucks, lead autonomous vehicle software, and create an innovative intelligent logistics business (Sany1, n.d.).

Be it unmanned aerial vehicles or drones, flying in the sky, or unmanned car or truck, gliding on the road, the innovation is seriously disrupting the way people live their daily lives and do things. Even though there will initially be concerns about safety, given how quickly the technology is advancing and how some local authorities in the US and China have approved its use for trial, we can conclude that technology is here to stay. Therefore, for innovation to continue to thrive and benefit society in the future, regulators need to figure out the best ways to guarantee public safety and privacy.

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A CASE STUDY ON THE CHALLENGES AND OUTCOMES OF FARM FRESH BERHAD TOWARDS BUSINESS INNOVATION

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Farm Fresh Berhad has owned various product lines successfully offered and accepted across nations. There are 15 fresh-milk products, 11 flavoured-milk products, 7 plant-based products, 10 yoghurt -drink products, 15 yoghurt products, 1 goat milk, 1 coconut milk, and 1 strawberry jam. Recently, FFB has launched its new product line, namely Farm Fresh GROW Formulated Milk that contains DHA, inulin, zinc, iron, and vitamins, which is the new innovation that includes no maltodextrin, vegetable oil, and calcium carbonate. Those achievements have made FFB one of the most successful milk producers in Malaysia. In the interim, FFB has also planned to launch a new range of plant-based yoghurt products in a few years based on suggestions from potential customers that demand nutritious yoghurt drinks. On top of that, FFB has also planned to explore new product categories, such as non-dairy packaged foods and beverages. All of these future plans have been based on the successfulness of this company to meet its customers' needs and the proper research and development in producing good quality milk.

Another successful reason has been boosting several key competitive advantages within the Malaysian dairy market. FFB is confirmed to have become one of the largest and fastest growing producers of dairy products made from fresh, raw milk in Malaysia. The value chain from farming to distribution has provided it with greater economies of scale with a high degree of control on the product quality. In relation to this, FFB has owned one of the largest remaining gene banks of the original Australian Friesian-Sahiwal cattle globally and employed farm-management practices to maximise herd health and milk yield. Hence, FFB might penetrate an extensive market through multi-channel distribution that cater to all the states and key cities in Malaysia. With the strong and experienced management team, the skillful members might have a great delivering organic and inorganic growth for a long-term period.

PROBLEMS AND CAUSES

FFB, initially, has had difficulties since it has not used preservatives to preserve fresh milk's freshness and shelf life. When compared to other brands and businesses that have utilised preservatives to make their products stay much longer, milk has had a low shelf life and only lasted for around three weeks. Though, FFB is still competing with other milk brands as a milk provider.

Furthermore, climate change has an impact on dairy output as the abnormally hot summer in Malaysia has proven difficult for any dairy producers. The scorching heat and the lack of rain have harmed crops, as well as grass that has been required to feed farm animals. In addition, there have been a few complaints by customers that the cartons of milk had been already spoiled even before the expiration date. A suitable temperature has then been a must to store the milk in the fridge or machine, as well as the time taken to deliver the stock to the local market. In contrast to the market pricing, which has set the price range for farmers between RM1.00 and RM1.90, the firm has opted to provide a higher price for one litre of milk between RM2.00 and RM3.00. This approach could guarantee that FFB receivesd more raw milk and that the farmers receive greater incomes to remain competitive in the market.

Moreover, the low quality of service during the pandemic of COVID-19 has had a big impact on most companies in the whole world, including Malaysia. They have struggled to navigate the impact the pandemic has given on their organisations since the pandemic has affected customer service as well. Employees have had difficulties performing their job efficiently due to the fact that they have only been allowed to work 50 per cent daily and there have even been a few workers terminated by their companies. Likewise, FFB has also faced some problems in receiving supplies from Australia because the country has been unable to import products due to some restrictions, and all of these have contributed to and affected their business growth.

OUTCOMES

FFB started to sell their cow milk in grocery markets and hypermarkets that are the nearest ones in the state of Johor. In the same year, which was 2009, The Holstein Milk Company decided to establish a research and innovation centre in Muadzam Shah, Pahang. This idea gave an opportunity for local breeders in Malaysia to work as contract suppliers for FFB and this resulted in 15,000 litres of milk produced daily to fulfil the growing demand of Malaysians. Furthermore, FFB also decided to enter new markets, such as Selangor and Kuala Lumpur, to maintain the market and be able to widen the business. This made FFB known as a domestic supplier of fresh milk that succeeded in selling fresh milk in supermarkets after a couple of years. In 2017, FFB invested RM85 million to purchase a farm in Melbourne, Australia. It obtained over 2,000 cows, which are expected to produce 27,000 litres of cow milk daily to stand up to the demand of customers.

For further understanding, the definitions of each type of innovation applied by Farm Fresh Berhad are as follows:

Product Innovation

Improvements in technical specifications, materials, software, and even user experience may all contribute to the launch of a new product or service.

Process Innovation

Adjusting operational procedures, methodologies, and equipment or software to create a new or enhanced mode of production or delivery.

Marketing Innovation

Creating a new marketing plan that modifies product design, packaging, pricing, or promotion.

Organizational Innovation

The creation of a new organisational strategy that modifies the company's business operations, organisational structure, and relationships with external stakeholders.

Eco-Innovation

An invention that has resulted in considerable progress towards the Sustainable Development Goals (SDGs) is depicted in Figure 1. This includes lowering the environmental consequences of our production techniques, increasing nature's resilience to environmental pressures, or ensuring more productive and responsible use of natural resources.

Figure 1. The Sustainable Development Goals in Malaysia

Being thirteen years in the industry, Farm Fresh Berhad has undergone several challenges and implemented various innovative strategies to sustain itself in the rapidly changing environment. The most applied types of innovation are product innovation, process innovation, organisational innovation, marketing innovation, and eco-innovation (Trott, 2017).

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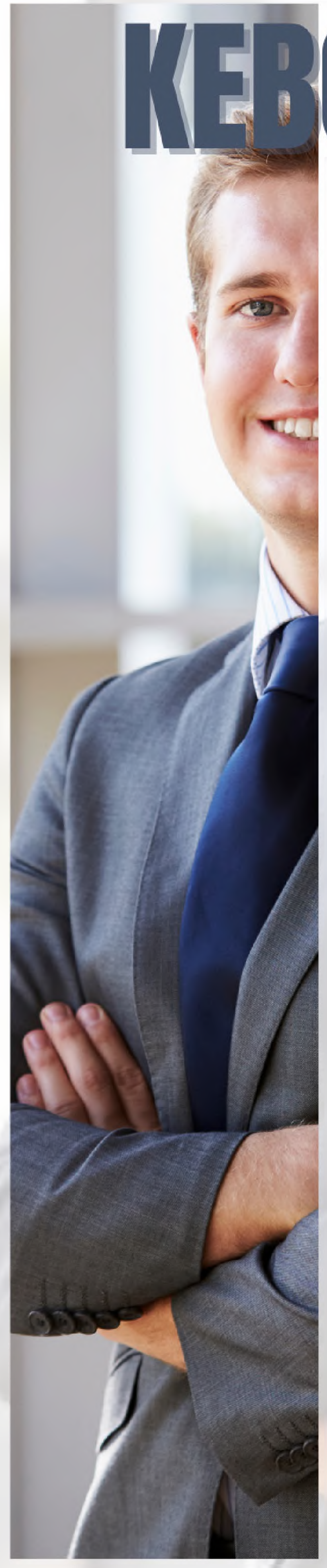

KEBOLEHPASARAN GRADUAN

HUBUNGAN DENGAN KUALITI GRADUAN DAN BAKAL MAJIKAN

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Dekad yang mencabar selepas COVID19 turut menyaksikan kesukaran graduan untuk mendapat kerja dan banyak juga kajian telah dilaksanakan dan pelbagai penemuan dan faktor telah dikaitkan. Sungguhpun kebolehpasaran graduan bergantung kepada pelbagai faktor, para penyelidik hanya memfokuskan kepada dua faktor sahaja. Artikel ini akan membincangkan kebolehpasaran graduan daripada perspektif majikan dan kualiti graduan.

KEBOLEHPASARAN GRADUAN

Terdapat pelbagai sorotan mengenai definisi kebolehpasaran graduan sama ada daripada perspektif majikan atau perspektif pekerja. Sebagai contoh, Law (2018) mengaitkan kebolehpasaran graduan dengan atribut graduan. Satu lagi definisi yang komprehensif daripada Lubna et al., (2017). Mereka telah menjalankan kajian selama lima tahun (2010-2015) berkenaan kebolehpasaran graduan dan menemukan dua tema yang jelas iaitu pertama kemahiran, ciri-ciri dan nilai yang berkenaan dengan kebolehpasaran graduan dan kedua graduan atau bakal graduan persepsi dan tahap kesedaran mereka mengenai keperluan kebolehpasaran dan kebolehpekerjaan.

Dalam sudut pandangan yang berbeza, Bhola dan Dhanawale (2013) menyatakan bahawa kajian kebolehpasaran perlu menggalakkan kedua-dua majikan dan graduan. Kajian ini telah memimpin kepada satu definisi yang berbeza mengenai kebolehpasaran. Didapati bahawa kedua-dua majikan dan pekerja melihat kebolehpasaran sebagai kebolehan individu untuk mendapatkan dan mempertahankan kerja mereka (Bhola & Dhanawale, 2013; Sumanisiri, Mohd Shukri & Khatibi, 2015). Kajian lain Rowe dan Zeqwaard, 2017 dan Azmi et al., 2018 mentakrifkan kebolehpasaran sebagai persediaan graduan untuk menyertai tenaga kerja, bekerja sendiri atau menjadi seorang usahawan. Lakshmi dan Siddharfa (2019) menghuraikan yang kebolehpasaran sebagai satu kompetensi untuk mencapai objektif organisasi dalam menyesuaikan diri dengan kemahiran mereka yang perlu memenuhi harapan majikan. Romgee, Scouple dan Beausaert (2019), mentakrifkan kebolehpasaran sebagai membangunkan kompetensi pelbagai dimensi yang diperolehi semasa alam persekolahan atau

di tempat kerja. Kajian ini menerangkan kebolehpasaran sebagai kebolehan graduan untuk memadankan pengetahuan, kemahiran dan sikap mereka kepada bakal pekerjaan dan majikan mereka. Wafi et al. (2022), menambah bahawa kemahiran insaniah perlu diajar semasa di peringkat akademik sama ada izajah ataupun diploma. Wafi et al. (2022) juga menyatakan yang kemahiran yang mereka pelajari di dunia akademik adalah tidak mencukupi untuk memastikan kerjaya graduan dan dalam konteks tenaga kerja yang sebenar memerlukan kemahiran kebolehpasaran dan kebolehpekerjaan dan sentiasa berterusan menjadi prediktor yang penting.

KUALITI GRADUAN

Para penyelidik dan pemain industri telah membincang dan membahaskan secara mendalam mengenai kualiti graduan. Dafou (2009) menyatakan yang organisasi mencari graduan yang mempunyai kemahiran teknikal yang baik, pengalaman kerja, personaliti dan motivasi diri untuk bekerja sekalipun berhadapan dengan cabaran dan masalah dan pandangan ini disokong oleh Auta dan Onwusuru (2022) dan Sothshangane dan Ohioha (2022). Finch, Hamilton, Balwin dan Zehner (2013) menyifatkan kemahiran insaniah sebagai satu daripada pengukuran berkesan untuk menilai pemilihan calon. Sebaliknya, Dicker, Gracia, Kelly dan Marooney (2018) menegaskan bahawa kemahiran peribadi adalah penting untuk menentukan kualiti graduan dan kebolehpasaran graduan.

Safie dan Nayan (2010) menekankan personaliti calon adalah faktor utama dalam kebolehpasaran graduan, selain daripada pengurusan diri dan kemahiran kerja berpasukan. Hossain et al. (2018) menyenaraikan atribut yang mempunyai hubungan signifikan dan mempengaruhi kebolehpasaran graduan: bertanggungjawab, bertolak ansur, tidak mementingkan diri sendiri dan bersikap positif. Sungguhpun kebanyakan kajian menyokong hubungan antara kualiti graduan dan kebolehpasaran graduan namun sesetengah budaya menunjukkan latar belakang sosial adalah lebih penting daripada kualiti pekerja. Sebagai contoh, di China, kebolehpasaran dan kebolehpekerjaan tidak berkaitan dengan kemahiran graduan tetapi bergantung kepada latar belakang sosial dan jaringan hubungan (Chan, 2012).

Adalah menjadi fakta yang pekerja boleh sahaja diletakkan di tempat kelahiran mereka, diletakkan dalam Negara mahupun di peringkat antarabangsa. Oleh itu, pekerja adalah dipaksa untuk meninggalkan zon selesa mereka. Budaya adalah diselaraskan sesuai dengan senario pengambilan pekerjaan semasa. Bakal majikan meminta pekerja dengan kebolehan yang cekap dalam kemahiran teknologi dan kecekapan berbahasa, memilih calon yang mempunyai penguasaan Bahasa ketiga, pengurusan masa, analitikal, kemahiran menyelesaikan masalah, kepimpinan dan kemahiran komunikasi, kreatif, inovatif dan kemahiran reflektif (Rahman et, al., 2022; Rido, 2020, Wellman, 2010; Bhola & Dhanawadem 2013; Azmi et al., 2018). Olichi dan Pyiki (2019) dan Lakshmi dan Siddharda (2019) menekankan kompetensi yang baik adalah penting tetapi mempunyai graduan yang boleh digunakan modal insan mereka adalah aset kepada organisasi. Dalam kajian ini, kualiti graduan diklasifikasikan sebagai atribut, sikap, kompetensi dan kemahiran insaniah mereka.

BAKAL MAJIKAN

Majikan merujuk kepada peranan majikan sebagai pewujud pekerjaan dan dalam memilih calon yang benar-benar bersesuaian atau modal insan untuk syarikat mereka. Walau bagaimanapun Puad dan Desa (2020) mendedahkan yang terdapat ketidaksesuaian antara pewujud pekerjaan dan peminta pekerjaan untuk graduan. Azmi et al. (2018) juga mendapati yang ketidaksesuaian antara bilangan graduan dengan peluang pekerjaan yang ditawarkan di pasaran yang menjelaskan kenapa adanya peratusan yang rendah dalam kebolehpasaran graduan atau ketidaksepadanan antara kelayakan mereka dan tawaran pekerjaan.

Wedekind (2019) menyatakan tiada hubungan antara faktor majikan dan kebolehpasaran graduan kerana ada faktor yang lebih dominan seperti latat belakang graduan. Sungguhpun begitu, dalam Konferens Buruh Antarabangsa (International Labour Conference – ILO, 2009), dengan penyertaan daripada kerajaan dan delegasi majikan dan pekerja daripada ahli ILO, menunjukkan peranan majikan dan penglibatan kerajaan dalam isu kebolehpasaran dan mengambil "Global Job Pact". Salah satu matlamat dalam pakatan ini adalah menyediakan pekerjaan. Oleh itu, majikan mencari solusi dalam memadankan pekerjaan dengan kelayakan calon. Boola dan Dhanawade (2013), menyokong idea ini dan mendapati adanya korelasi antara faktor majikan dan kebolehpasaran graduan.

Asasnya, kemahiran di tempat kerja adalah penting. Gibbs, Steel dan Kuiper (2011) menyatakan yang calon tidak dapat memlih kerja kerana kurangnya kemahiran komunikasi semasa berhadapan dengan bakal majikan. Stone, Lightbody dan Whait (2013) mengetengahkan yang komunikasi di tempat kerja secara berkesan di mana mesej dihantar dan diterima secara tepat adalah penting berbanding budaya berprestasi tinggi. Ketidakbolehan untuk menyatakan idea dan mesej menyebabkan graduan mempunyai masalah untuk berunding skala gaji mereka. Sebagai tambahan daripada Hossain et al. (2018) mendapati yang majikan mengamalkan diskriminasi terhadap graduan termasuk menawarkan gaji yang lebih rendah kerana mereka boleh menawarkan gaji yang jauh lebih rendah kepada pekerja asing. Apabila ini berlaku, graduan ditinggalkan dengan tiada pilihan sama ada memilih menerima tawaran dengan gaji yang rendah atau terpaksa menolak tawaran kerja tersebut. Hanafi (2012) mendapati yang kesediaan majikan adalah kunci kepada kebolehpasaran graduan. Penyelidik menyatakan yang terdapat jurang antara jangkaan dan harapan majikan terhadap prestasi sebenar graduan. Secara amnya majikan berpandangan yang graduan kurang kebolehan berfikr, membuat keputusan dan menyelesaikan masalah, oleh itu terlepas peluang untuk diambil bekerja. Salah satu peranan yang boleh dimainkan majikan adalah untuk membangunkan modal insan, yang memerlukan majikan mewujudkan persekitaran penting di mana pekerja boleh belajar dan menggunakan idea yang inovatif, belajar dan mendapati kecekapan yang baru dan membangunkan kemahiran, memperbaiki tingkahlaku dan sikap.

Oleh itu, pembangunan pekerja adalah dibentuk oleh perkongsian antara majikan dan pekerja dan faktor ini adalah sangat penting (Dachner, Ellingson, Noe & Saxton, 2019). Dalam kajian ini, faktor majikan diterjemahkan sebagai permintaan pekerjaan, skala gaji, dan kebolehan majikan untuk menyediakan latihan dalam pekerjaan.

Kesimpulanya, graduan daripada universiti tempatan secara amnya memenuhi kriteria yang diperlukan majikan. Majikan sekarang memerlukan graduan yang berkemahiran yang boleh bekerja dengan baik. Mereka tidak mahu melatih graduan dengan pengetahuan, kemahiran dan sikap untuk tugasan kerana majikan tidak mahu membiayai kos latihan atau menjejaskan produktiviti pekerja sedia ada. Graduan perlu meningkatkan pengetahuan, kemahiran dan bersikap positif sekiranya mereka mahu diambil bekerja. Graduan perlu menunjukkan yang mereka berupaya dan berkebolehan dengan sikap positif apabila ditemuduga untuk bekerja. Dalam era globalisasi ini, graduan juga perlu meningkatkan kemahiran insaniah dan kreativiti mereka termasuk menguasai Bahasa ketiga sekiranya ingin diambil bekerja di luar negara terutama dalam situasi semasa di mana negara ini mempunyai sumber yang terhad dengan peluang pekerjaan yang terbatas.

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Mengatasi Relaps Penagihan Dadah

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Kursus Menjana Ekonomi Keluarga Melalui Perniagaan Atas Talian

Masalah penyalahgunaan dan penagihan dadah serta bahan terlarang di Malaysia semakin serius dan membimbangkan. Ia mempengaruhi individu, keluarga, dan masyarakat secara keseluruhannya. Sekaligus, masalah ini menuntut langkah penyelesaian tuntas sebelum keadaan semakin parah. Salah satu aspek yang memerlukan tumpuan adalah relaps. Relaps, atau kekambuhan, merupakan keadaan di mana individu yang sebelumnya telah pulih dari penagihan dadah, kembali terjebak dalam pola penyalahgunaan bahan berbahaya tersebut. Untuk mengatasi isu ini, kursus pendek berkaitan menjana ekonomi keluarga telah dianjurkan oleh Fakulti Pengurusan dan Perniagaan dengan Kerjasama Pertubuhan Jawatankuasa Pemulihan Dadah Daerah Dungun sebagai salah satu pendekatan yang proaktif. Kursus Menjana Ekonomi Keluarga Melalui Perniagaan Atas Talian ini telah diadakan secara bersiri dan disambut baik dengan penglibatan 100 orang peserta yang terdiri daripada klien Agensi Anti Dadah Kebangsaan dari Daerah Dungun dan pegawai-pegawainya pada Februari 2023 di Universiti Teknologi MARA Cawangan Terengganu.

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Relaps Penagihan Dadah di Malaysia

Malaysia menghadapi cabaran serius dalam memerangi penagihan dadah. Faktor-faktor seperti tekanan sosial, tekanan ekonomi, dan masalah kesihatan mental sering menjadi pemicu kepada relaps. Statistik menunjukkan bahawa kadar relaps dalam kalangan bekas penagih dadah adalah tinggi, dengan kebanyakan kes berlaku dalam tempoh dua tahun selepas mereka berhenti dari penyalahgunaan dadah. Seperti yang dilaporkan dalam Buletin TV3 pada 11 Julai yang lalu, untuk tempoh 3 bulan pertama iaitu Januari hingga Mac 2023, sejumlah 103,760 orang penyalah guna dan penagih dadah serta bahan terlarang yang direkodkan. Angka tersebut dianggap setara atau menghampiri jumlah keseluruhan dalam tempoh satu tahun bagi tahun-tahun sebelumnya. Daripada statistik keseluruhan tersebut, 49,373 adalah kes berulang manakala 54,387 lagi adalah kes baharu.

Kursus Menjana Ekonomi Keluarga Sebagai Pendekatan Intervensi

Kursus pendek seperti kursus menjana ekonomi keluarga adalah inisiatif yang bertujuan memberi peluang kepada individu yang telah pulih dari penagihan dadah untuk memperoleh kemahiran baru dan mencipta sumber pendapatan yang stabil. Inisiatif ini melibatkan penyediaan kursus-kursus praktikal dalam bidang seperti asas keusahawanan, kemahiran pengurusan kewangan, dan pemasaran perniagaan melalui aplikasi dalam talian atau 'online'.

Bagaimana Kursus Menjana Ekonomi Keluarga Melalui Perniagaan Atas Talian Mengurangkan Relaps

1. **Meningkatkan Kemahiran dan Kebolehan**
Kursus ini memberikan peluang kepada peserta untuk mempelajari kemahiran baru atau mempertingkatkan kemahiran sedia ada. Dengan meningkatkan kebolehan, mereka dapat mencari pekerjaan atau memulakan perniagaan sendiri.

2. **Mencipta Peluang Pekerjaan Sendiri**
Dengan mempelajari keusahawanan, peserta kursus dapat memulakan perniagaan sendiri. Ini memberi mereka peluang untuk menguruskan sumber pendapatan sendiri dan meningkatkan kemandirian ekonomi keluarga yang boleh membawa kepada sumber pendapatan yang stabil.

3. **Mendorong Kreativiti dan Inovasi**
Perniagaan dalam talian memberikan ruang untuk kreativiti dan inovasi. Peserta kursus akan diajar untuk memikirkan idea-idea baru dan cara-cara unik untuk memasarkan produk atau perkhidmatan mereka. Ini membantu mengembangkan kemahiran kreatif yang boleh digunakan untuk menjana pendapatan.

4. **Menggalakkan Rasa Bertanggungjawab dan Komitmen**
Melalui kursus ini, peserta diajar tentang tanggungjawab terhadap perniagaan atau projek yang mereka jalankan. Ini membantu membina disiplin dan komitmen yang dapat membawa kesan positif dalam kehidupan sehari-hari dan mengurangkan risiko kembali terjebak dalam penagihan dadah.

5. **Membina Rangkaian Sosial yang Positif**
Kursus ini memberi peluang kepada peserta untuk berinteraksi dengan orang lain yang berkongsi minat yang sama untuk berniaga di dalam talian. Ini membina rangkaian sokongan sosial yang positif dalam kalangan mereka, membolehkan mereka berkongsi pengetahuan dan pengalaman, serta memberi dorongan kepada satu sama lain.

Kesimpulan

Kursus pendek atau kursus menjana ekonomi keluarga melalui perniagaan dalam talian atau atas talian atau lebih sinonim dengan 'online' adalah langkah proaktif dalam membantu bekas penagih dadah memulihkan diri dan membina kehidupan yang lebih baik. Dengan meningkatkan kemahiran dan memberi peluang untuk mencipta sumber pendapatan, kursus ini dapat membantu mengurangkan kadar relaps penagihan dadah di Malaysia. Dalam jangka panjang, pendekatan ini juga membantu memperkuat komuniti tempatan dan mengurangkan beban sosial akibat masalah penagihan dadah.

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The Dilemma of **Innovation Management**

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Trott (2017) asserts that there will always be a fundamental conflict in any organization between the demands of creativity and stability. It would be extremely difficult for businesses to set aside time in the busy schedule of regular operations to search for new information, learn what is going on in the rivals' camp, or even learn about global events.

Afuah (2003) presented another enigma in innovation management, stating that it is difficult for businesses to recognize the potential of an innovation. They may not comprehend the new technology per se, or they may not comprehend how its various parts relate to one another. Additionally, they are unable to connect it to the possibility of cutting costs, differentiating their goods, or meeting consumer demands.

Recognizing the potential of innovations is difficult. The uncertainty of accepting an innovation in its very early stage is common. Lack of information or few explanations found on the innovation would contribute to the incapability of companies to relate their business or products with the innovation and how to turn it into the product or service that customers want. Not just firms that do not put effort to be on the look-out to collect and understand information will be left behind. Firms that failed to use the right method to collect or process information might also find it difficult to recognize the potential of an innovation. The differences in managerial logics, strategies, structures, systems, people, and local environments might play a part in the way firms process information.

As reminisced by Francis Goh (n.d.), Kodak was once a globally known film company but was left behind in the digital revolution. Not that they did not realize it from the beginning, but hesitation that had made them left behind. They were afraid the new technology would swallow their existing photographic equipment products, which was their strongest product line at the time.

They've had several chances to steer their company in the correct path, but they've been hesitant to take them. They had previously spent billions of dollars developing the

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technology to take pictures with mobile phones and other digital gadgets, but they were afraid of endangering their primary business of producing film products, so they refrained from creating digital cameras for the public. Due to Kodak's hesitancy, Canon was able to seize the chance and outlast Kodak—even for a brief period—as digital cameras were also going through a difficult time.

Not being able to maximize what they already had was another instance of Kodak failing to see an opportunity. In 2001, Kodak purchased the photo-sharing website Ofoto in an effort to encourage more people to print digital photos. It might have been a different tale if they had viewed it the way that Instagram does now.

Kodak invented the digital camera, made investments in digital technologies, and even acquired Ofoto after realizing that images will be shared online. Their failure stemmed from their failure to see that photo sharing on the internet was the new frontier and not merely a means of growing their printing company. We can see Fuji Photo Film, which in the 1980s was only second to Kodak in the film sector, in comparison to Kodak. Unlike Kodak, Fuji had seized new opportunities head-on, developing goods connected to its film industry, such as videotape and magnetic tape optics, and then expanding into copiers and office automation through a joint venture with Xerox. Fuji has expanded rapidly, competing in the electronics and healthcare industries, and generating substantial profits from document solutions (Anthony, 2016).

Due to Kodak's inability to fully adopt digital technology, the company failed and had to file for bankruptcy in 2012. That was not, however, Kodak's demise. In 2013, it had shrunk to a smaller size and concentrated on catering to business clients. We can conclude that Kodak has learned its lesson because, as of right now, they have been fully embracing digital technology, creating digital products that are sold, and even winning a few technology awards in 2020 and 2023 that are specifically related to digitalization. They are currently registered as KODK on the NYSE. Additionally, they have partnerships signed with a few major US and Chinese companies. 1919 saw them join forces with Lucky HuaGuang Graphics Co. Ltd. ("HuaGuang"), one of the biggest graphics companies in an area where demand for resource-efficient products like SONORA plates is rising. In the People's Republic of China, which includes Taiwan ("China"), Macau SAR, Hong Kong SAR, and other areas, their goal is to maintain strategic relationships (Kodak1,2,3, n.d.).

Upon encountering disruptive innovation that alters established practices, companies typically perceive it as a danger that could jeopardize their operations. Others, however, can perceive those disruptive innovations as opportunities that call for acceptance or careful consideration. When it comes to responding, the former group will be more inflexible than the latter group, who are more adaptable and prepared to change their business model.

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ACADEMIC DISHONESTY among Universities Students

The Post Covid 19 Situation

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Academic dishonesty has worsened as most universities have been compelled to make transitions into full online modes of instruction because of the COVID-19 epidemic. (Gamage et al., 2020; Holden et al., 2021). A major problem that poses serious concerns across all online courses, is the issue of online examinations (Bilen & Matros, 2021).

In general, by conducting online testing, it will provide more opportunities for students to cheat rather than face to face test, live-proctored classroom environments, with the main concerns being student collaboration and the use of prohibited resources during the exam (Holden et al., 2021). The implementation of new assessment methods has created an unfamiliar and difficult situation that makes it very difficult to maintain high standards of academic integrity (Janke et al., 2021). Some lecturers use unsupervised online assessments, increasing opportunities for cheating and making cases of cheating harder to spot (Bilen & Matros, 2021). The level of oversight and accountability often lags and triggers situations apt for cheating mostly due to the lack of clear policies from universities and/or the lack of technical skills, proctoring tools, and motivation to use these tools (Goff et al., 2020).

There are numerous ways to cheat, some of which are unique to the online course environment and others that can also be found in in-person courses. For example, downloading research papers from the internet and claiming them as one's own work, using materials without permission during an online exam, communicating with other students through the internet to obtain answers, or having another person complete an online exam or assignment rather than the student who is submitting the work. These are examples of academic dishonesty (Holden et al., 2021). Imitation, test item leaking, and the use of unauthorized resources such as surfing the internet, talking with others via a message system, purchasing answers from others, accessing local or external storage on their computer, or physically reading a book or notes (Holden et al., 2021).

The increase in academic fraud reported by (Goff et al., 2020) is considered a "trend". Threatens to create an unfair system in which cheaters are given higher grades than those who do not cheat, thereby encouraging otherwise honest students to cheat (Bilen & Matros, 2021). The rise of academic fraud and online assessment not only facilitates cheating and encourages honest student cheating (Bilen & Matros, 2021; Goff et al., 2020), it is also expected to lead to destabilization. It devalues college education among college graduates (Goff et al., 2020). If the grades received by students do not accurately reflect their knowledge and skills, the reputation and credibility of the university will likely be adversely affected (Goff et al., 2020; Holden et al., 2021). Cheating will therefore remain an essential feature of online education for years to come (Holden et al., 2021).

There will be widespread cheating on online tests in the future semester if no action is done. Students have a lot to gain while the chances of being caught with clear proof are almost zero. Using online proctoring services that involve the use of a webcam is one poor answer to the problem of cheating. We feel that online cheating can never be completely identified, thus we advise instructors to avoid curving marks to avoid punishing honest students (Bilen & Matros, 2021).

The negative results are expected to have a negative influence at the workplace (Goff et al., 2020) and on society since cheating "creates a mentality deprived of life satisfaction via hard effort as well as incentives to live a dishonest life after college" (von Jena, 2020). Several studies have discovered a link between the issue of cheating in college and unethical workplace activities (Chala, 2021). For example, the tendency to cheat at work was strongly connected to the frequency of cheating in college (Mulisa & Ebessa, 2021). As a result, there is a link between unethical employment behaviour and student academic dishonesty.

To conclude, academic dishonesty not just affected the ethical conduct of the doers but also the honest students who work hard to obtain decent results in their studies. In addition, students who are getting used to being dishonest in the academic world are portraying the immoral behaviour they will adopt in a real-life environment including the future workplace. As Albert Einstein judiciously stated, "Whoever is careless with the truth in small matters cannot be trusted in important affairs."

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