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2024  
INTERNATIONAL  
SYMPOSIUM  
ON COMMUNITY SOCIAL RESPONSIBILITY

"SYNERGIZING FOR SOCIAL IMPACT:  
COLLABORATIVE COMMUNITY  
STRATEGIES"

ABSTRACT  
BOOK



4 & 5 September 2024  
Universiti Teknologi MARA Cawangan Kedah

ORGANIZED BY:

Bahagian Penyelidikan, Jaringan Industri, Masyarakat dan Alumni (PJIM&A) UiTM Cawangan Kedah



اسبها تقوى موليا



<https://sites.google.com/uitm.edu.my/icsr2024>



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**iCSR 2024**

**INTERNATIONAL  
SYMPOSIUM  
ON COMMUNITY SOCIAL RESPONSIBILITY**

**“SYNERGIZING FOR SOCIAL IMPACT:  
COLLABORATIVE COMMUNITY  
STRATEGIES”**



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International Symposium on Community Social Responsibility (i-CSR) 2024  
Bahagian Penyelidikan, Jaringan Industri, Masyarakat dan Alumni (PJIM&A)  
Universiti Teknologi MARA Cawangan Kedah

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 ABOUT  
i-CSR 2024

## Introduction

International Symposium on Community Social Responsibility 2024 (i-CSR2024) hosted by the Research, Industrial Linkages, Community, & Alumni Network Unit (PJIM&A), UiTM Kedah Branch. This conference is particularly special with the involvement of presentations from 4 government agencies in Kedah that are running impactful community service programs. A forum session will also be held, involving government agencies, universities, communities, and industries directly engaged in decision-making. These physical forum and presentation sessions will focus on sharing impactful community service activities in Kedah, discussing issues and challenges related to the implementation of community service, and planning the future direction of centralized community service programs which involve academicians, professionals, community activists (government bodies and NGOs), external communities, and university students (both local and international). It is hoped that this platform for sharing ideas from various perspectives and areas of expertise will address current issues, strengthen the relationship between universities, industries, and organizations, and serve as a catalyst for new ideas that benefit the community.





## OBJECTIVE & SCOPE i-CSR 2024

### Objectives

- Empowering activities/projects, exchanging experiences and sharing ideas.
- Providing a platform to promote any activities/projects related with community, industries and alumni.
- Producing quality publications to expand knowledge and share community engagement activities as an inspiration to local and international community.

### Scope of Symposium

- Community / Industry in Education
- Community Industry in Development
- Innovation in Community / Industry
- Community / Industry in Health
- Sustaining Impact of Community Network
- Case Studies of University-community Development and Practices
- Any Project-based Related to Community Engagement and Empowerment





## FOREWORD

from The Rector of  
UiTM Kedah Branch

### Assalamualaikum WBT and Warm Greetings!

It is with great honor and enthusiasm that I welcome you to the International Symposium on Community Social Responsibility 2024 (i-CSR2024). This event marks a significant milestone in our collective efforts to advance the principles of social responsibility, sustainability, and community empowerment across various sectors and regions.

In an era where global challenges such as climate change, social inequity, and economic disparity continue to escalate, the role of community social responsibility (CSR) cannot be overstated. This symposium gathers a diverse group of scholars, industry experts, and practitioners to delve into these pressing issues, share insights, and explore innovative solutions that can drive meaningful change.

The theme of this year's symposium, "Sinergi Impak Sosial: Strategi Kolaboratif Komuniti," resonates deeply with our mission to foster resilient communities that are not only equipped to meet today's challenges but are also prepared to thrive in the future. Through the presentations, discussions, and workshops planned for this event, we aim to cultivate a deeper understanding of CSR's transformative power and to inspire actionable strategies that can be implemented at both local and global levels.

I would like to take this opportunity to extend my heartfelt thanks to the organizers, speakers, and participants who have made this symposium possible. Your dedication and passion for social responsibility are the driving forces behind this gathering, and I am confident that the knowledge and experiences shared here will have a profound impact on our communities and beyond. As we embark on these next few days of learning, networking, and collaboration, I encourage each of you to engage fully with the opportunities presented. Let us challenge conventional thinking, embrace new perspectives, and commit to actionable outcomes that will contribute to a more just, equitable, and sustainable world.

Thank you once again for your participation and for your unwavering commitment to the ideals of community social responsibility. I look forward to the rich exchanges and the impactful collaborations that will emerge from this symposium.

**PROFESSOR DR. ROSHIMA HAJI SAID**

Rector





## FOREWORD

from Deputy Rector of Research, Industrial Linkages, Community, & Alumni Network

### Assalamualaikum WBT and Warm Greetings!

As the Deputy Rector of Research, Industrial Linkages, Community, & Alumni Network, it is my great pleasure to extend a warm welcome and my warmest greetings to all participants of the International Symposium on Community Social Responsibility 2024 (i-CSR2024). This symposium is a significant platform for academics, industry professionals, community stakeholders, and students from around the globe to come together and engage to discuss and advance the vital role of social responsibility in shaping our communities. In today's rapidly changing world, the importance of community social responsibility cannot be overstated. The challenges we face, whether they be environmental, social, or economic demand collaborative efforts and innovative solutions that extend beyond the traditional boundaries of business and academia.



This symposium serves as a crucial platform for dialogue, collaboration, and innovation, bringing together diverse perspectives and expertise to explore new ways to enhance our impact on society. We are deeply committed to strengthening the ties between our university, industry, and the wider community. We believe that by leveraging the expertise and resources of our alumni and industry partners, we can make a significant impact on the well-being and development of our communities. The discussions and insights generated during this symposium will undoubtedly contribute to our ongoing efforts to promote sustainable and socially responsible practices.

I would like to express my sincere gratitude to the organizers, speakers, and participants who have contributed to making this symposium a success. Your dedication to advance the principles of community social responsibility is truly inspiring, and I am confident that the outcomes of this event will resonate far beyond these proceedings. May this symposium serve as a catalyst for new partnerships, innovative ideas, and a deeper commitment to social responsibility in all our endeavors. I wish everyone a productive and insightful symposium, and I look forward to the continued collaboration and innovation that will undoubtedly emerge from our shared commitment to social responsibility.

Thank you, and I wish you all a fruitful and engaging experience.

### PROF. MADYA DR. MOHD. RIZAIMY SHAHARUDIN

Deputy Rector  
Research, Industrial Linkages, Community, & Alumni Network



## FOREWORD

from The Chairman of  
the i-CSR 2024

### Ladies and Gentlemen,

On behalf of the organizing committee, it is my great pleasure to welcome you to the International Symposium on Community Social Responsibility 2024 (i-CSR2024). We are honored to host this significant gathering of over 144 participants, including esteemed academicians, professionals from government agencies, private sector representatives, and passionate community activists.

The i-CSR2024 symposium, hosted by the Research, Industrial Linkages, Community, and Alumni Network Unit, PJIM&A, UiTM Kedah Branch, serves as a pivotal platform for knowledge sharing, collaboration, and the generation of innovative ideas that will benefit our communities. We are delighted to extend a warm invitation to all participants, including those from external communities and university students, both local and international, who have gathered to contribute to this noble cause.

The theme of this symposium, which encompasses a wide range of topics from community and industry in education to sustain the impact of community networks, reflects our commitment to addressing current issues and strengthening the ties between universities, industries, and communities. This is not just about presenting papers; it is about empowering activities and projects, exchanging experiences, and sharing ideas that will inspire and drive positive change. We are proud to collaborate with our strategic partners, who have played a crucial role in making this event possible. Your unwavering support and partnership have been instrumental in bringing together such a diverse and distinguished group of participants.

The objectives of this symposium are to empower through sharing, to promote impactful community and industry projects, to produce quality publications that will expand knowledge and inspire further community engagement. We will explore the vital role of community social responsibility in various sectors, including education, health, and development. As we embark on this journey of discovery and collaboration, I am confident that i-CSR2024 will not only meet but exceed our expectations in fostering meaningful dialogues and generating actionable insights. Let us use this opportunity to strengthen our university-industry-community relations and to create lasting, positive impacts on the communities we serve. Thank you all for your dedication, your contributions, and your commitment to making this symposium a resounding success. Together, we can make a difference.

**DR. AZYYATI BINTI ANUAR**

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- Programme Book**
- Banquet**
- Souvenirs**
- Sponsorship**
- Parallel Session**
- Judging**
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# Tentative i-CSR 2024

4 September 2024 (Wednesday) Online @ Webex

Meeting Link (WEBEX):

<https://uitm.my/webex.com/uitm.my/j.php?MTID=m20209f37b591b27ded4eaab071931f5d>

Meeting Number: 2640 790 4893

Meeting Password: ycJNX7FYG77

## TIME

## ACTIVITIES

**8.00 a.m- 9.00 a.m**



Arrival of Presenters, Participants and Guests

**9.00 a.m- 10.00 a.m**



Prayer Recitation  
Singing of the National Anthem  
(Negeraku and Wawasan Setia Warga UiTM)  
Opening Speech by Deputy Rector (PJIM&A)  
Opening Ceremony by Rector UiTM Kedah Branch

**10.15 a.m- 10.35 a.m**



Plenary Speaker – Prof Dr. Dodi Wirawan

**10.40 a.m-11.00 a.m**



Plenary Speaker – Ir. Ts. Dr. Wan Syakirah Dato Wan Abdullah

**11.05 a.m-1.00 p.m**



Participant Presentations (15 minutes including Q&A)

**1.00 p.m- 2.00 p.m**



Lunch Break

**2.00 p.m-2.20 p.m**



Plenary Speaker – Assoc. Prof. Dr. Nor Fazlin Mohd Ramli

**2.25 p.m- 2.45 p.m**



Plenary Speaker – Dr. Saifullah Al-Hany Abd Halim

**2.50 p.m-4.40 p.m**



Participant Presentation (15 minutes including Q&A)

**4.40 p.m**



Adjournment





# Tentative i-CSR 2024

## 5 September 2024 (Thursday)

### Dewan Perdana, UiTM Kedah Branch

#### TIME

#### ACTIVITIES

8.00 a.m – 8.30 a.m

→ Arrival of Participants

8.30 a.m – 9.45a.m

→ Robotics in Action: The Obedient Drone

9.45 a.m – 11.45 a.m

→ **Presentations on CSR Best Practices by:**

- Datuk Mohd Zayad bin Md Ismail – Dewan Perniagaan Melayu Malaysia
- Cik Embun binti Majid – E-Idaman Sdn. Bhd.
- Dr. Irwan Syah Md Yusoff – Universiti Putra Malaysia
- Tuan Zaidi Yusoff – UiTM Kedah Branch

11.45 a.m. – 1.45 p.m

→ **Forum: Synergizing for Social Impact: Collaborative Community Strategies.**

Panelists:

- Dato' Zulkhairi bin Zainol Abidin – Jabatan Kebajikan Masyarakat Negeri Kedah
- Tuan Azhar Abdul Rahman – Malaysian Communication and Multimedia Commission (MCMC)
- Madam Tio Bee Chan – Pantai Hospital Sungai Petani

1.45 a.m. – 2.30 p.m

→ Demonstration: Empowering Communities Through Knowledge Transfer

2.30 p.m.

→ Arrival of the Honorable Guest

Doa Recitation

Singing of the National Anthem : Negaraku

Keynote Speech (Deputy Vice-Chancellor ICAN)

Closing Speech (Rector of UiTM Kedah Branch)

Announcement of Winners

Photography session

Banquet

4.40 p.m.

→ Adjournment



# ABSTRACT





## Coffee Barista Training as A Pathway to Employment Opportunity in Malaysia

**Nurul Fazila Abd Rahman**

Unit Operasi Perhotelan, Kolej Komuniti Sungai Petani, Kedah

**Siti Norsarah Yahaya**

Unit Operasi Perhotelan, Kolej Komuniti Sungai Petani, Kedah

**Nurul Norfadila Adnan**

Unit Operasi Perhotelan, Kolej Komuniti Sungai Petani, Kedah

### ABSTRACT

This paper explores the role of barista training as a pathway to employment opportunities within the hospitality and tourism industry in Malaysia. The study highlights the potential of barista training programs introduced by Kolej Komuniti Sungai Petani (KKSP), Kedah, as one of the Technical and Vocational Education and Training (TVET) course providers. This will bridge employment gaps and foster economic growth. Through this training program, potential baristas can cultivate hard and soft skills, significantly enhancing participants' employability. Notably, the hospitality and tourism sector in Malaysia is a vital component of the nation's economy, employing millions of individuals and continually expanding to meet global and domestic demand. As of July 2024, Glassdoor Inc. recorded 167 job openings for baristas, while Jobstreet recorded 145 job openings, indicating a robust market for skilled baristas in the industry. Targeted Sijil Pelajaran Malaysia (SPM) leavers who join this barista training program can enhance employability by equipping individuals with the necessary technical skills, such as espresso preparation and latte art, as well as soft skills, including customer service and communication. These programs not only meet industry needs but also contribute to sustainable hospitality and tourism development by fostering a skilled workforce capable of supporting the industry's growth. As the demand for skilled baristas continues to rise, it is imperative to implement comprehensive training programs that address both current and future industry requirements.

Keywords: barista, hard skills, soft skills, employment opportunity, TVET





## COLLABORATIVE PARTNERS



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Masyarakat



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Dewan Perniagaan Melayu Malaysia (DPMM) Negeri Kedah



Public Gold



Pertubuhan Pemulihan dalam Komuniti Merbok



Chempaka



Omega Zero to Hero @ Kedah





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