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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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i-CSR 2024 Abstract Book

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
Chairman



i-CSR 2024 Organising Committee

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Deputy Chairperson	: Dr. Muhammad Hanif Othman
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	: Zulkipli Md Rodzi
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	: Azizul Azemi
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	: Mohd Taarmizi Abu Hassan
	: Mohd Azrul Ahmad
	: Mohd Zamri Mohd Isa
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	: Nurul Mazrah Manshor
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i-CSR 2024
Organising Committee

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- : Dr. Abidah Saad
- : Dr. Sakinatul Raadiyah Abdullah
- : Dr. Kardina Kamaruddin
- : Dr. Roziyana Jafri
- : Dr. Marlina Muhamad
- : Dr. Noris Fatilla Ismail
- : Dr. Yanti Aspha Ameira Mustapha
- : Dr. Afida Ahmad

Programme Book

- : Nurul Izzati Idrus
- : Nurfaznim Shuib

Banquet

- : Dr. Daing Maruak Sadek
- : Mohd Zulharmey Abdullah @ Abd Halim
- : Azrul Shahimy Mohd Yusof
- : Adnan Aminuddin

Souvenirs

- : Dr. Jaya Kumar Shanmugam
- : Nadira M. Jahaya
- : Fatin Raihana Ahmad Sani
- : Ahmad Harith Ashrofie Hanafi

Sponsorship

- : Muhammad Khairul Zharif Nor A'zam
- : Ts. Mohd Hilal Muhammad
- : Dr. Khairul Adilah Ahmad

Parallel Session

- : Nizar Nazrin

Judging

- : Farah Merican Isahak Merican
- : Dr. Norhidayah Ali
- : Rosliza Md Zani
- : Dr. Dahlia Ibrahim
- : Hasmah Laili Jamalurus
- : Dr. Chaleeda Som Sak
- : Dr. Zuraidah Mohamed Isa
- : Abd Rasyid Ramli

Emcee

- : Sharifah Syakila Syed Shaharuddin

Event Manager

- : Mohd Taufik Zulkifly
- : Dr. Norhafizah Abdul Halim

Media

- : Muhammad Akhmal Hadi Abd Manaf





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





Ilmu Pemasaran Digital Membantu Menjana Pendapatan Dikalangan Usahawan Miskin Tegar di Negeri Kelantan

Suraya Husin

Fakulti Pengurusan Perniagaan, Universiti Teknologi MARA Cawangan Kelantan

Nor Sabrina Zahari

Fakulti Pengurusan Perniagaan, Universiti Teknologi MARA Cawangan Kelantan

Nur Hazelen Mat Rusok

Fakulti Pengurusan Perniagaan, Universiti Teknologi MARA Cawangan Kelantan

Rosfatihah Che Mat

Fakulti Pengurusan Perniagaan, Universiti Teknologi MARA Cawangan Kelantan

Siti Sarah Mohamad

Fakulti Pengurusan Perniagaan, Universiti Teknologi MARA Cawangan Kelantan

ABSTRAK

Pemasaran digital dianggap relevan dan signifikan dalam mempengaruhi perniagaan pada masa kini. Kebarangkalian perniagaan yang tidak mengaplikasikan pemasaran digital tidak mampu bertahan lama seperti perniagaan yang lain pada abad ini kerana wujudnya perniagaan atas talian. Kini, ramai usahawan mula cakna dan melihat perkara berkenaan sebagai masa depan kepada dunia perniagaan. Dengan wujudnya pelbagai jenis platform e-dagang dan perkhidmatan jual beli secara dalam talian, secara tidak langsung menggalakkan kelahiran usahawan daripada pelbagai latar belakang. Usahawan B40 merupakan golongan yang harus diberikan perhatian bagi membantu memperkasakan perniagaan melalui capaian internet. Ini merangkumi kelompok belia, wanita, ibu tunggal serta suri rumah. Pihak kerajaan telah banyak menyediakan dan melaksanakan pelbagai inisiatif dalam usaha membantu usahawan dalam kalangan usahawan miskin tegar agar terus berkembang maju. Pelaksanaan program penghapusan miskin tegar melalui geran di bawah Jabatan Pembangunan Negeri Kelantan (ICU), pemasaran digital diperkasakan untuk capaian lebih ramai usahawan dalam kalangan B40 bagi membantu mereka keluar dalam kategori miskin tegar. Namun begitu, usahawan B40 itu sendiri perlu diberi pendedahan serta ilmu pengetahuan berkaitan pemasaran digital bagi membantu mereka menjalankan perniagaan atas talian. Para penyelidik daripada UiTM Kelantan yang terdiri daripada 20 orang pensyarah dan 5 pelajar ijazah diberi peluang menjelajah 6 daerah utama di Kelantan untuk menyampaikan ilmu pemasaran digital secara berkesan kepada usahawan B40. Usaha yang dilakukan ini adalah sejajar dengan hasrat kerajaan dalam memperkasakan ekonomi digital seterusnya mengatasi masalah miskin tegar sepertimana objektif di dalam indikator SDG adalah untuk menghapuskan miskin tegar dan tiada kelaparan.

Kata Kunci: pemasaran digital, usahawan B40, miskin tegar, perniagaan atas talian





COLLABORATIVE PARTNERS



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Masyarakat



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Pentadbiran Kerajaan Persekutuan,,
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Sultanah Bahiyah, 05400, Alor Setar,
Kedah





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LPPKN (Lembaga Penduduk dan Pembangunan Keluarga Negara)

Jabatan
KEBAJIKAN
Masyarakat



Jabatan Kebajikan Masyarakat Negeri Kedah



Malaysian Relief Agency (MRA) Kedah



Pantai Hospital Sungai Petani



E-Idaman Sdn Bhd



idamanXchange Mobile App



Malaysian Communications & Multimedia Commission (MCMC)



Bank Pilihan Anda
Bank Rakyat Kedah



DPMM KEDAH
Dewan Perniagaan Melayu Malaysia (DPMM) Negeri Kedah



Public Gold



Pertubuhan Pemulihan dalam Komuniti Merbok



Chempaka



Omega Zero to Hero @ Kedah





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