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# RMU e-Bulletin



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**Research Management Unit**  
Universiti Teknologi MARA Cawangan Kedah

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# Embracing Innovation and Discourse: A Message from the Rector



Esteemed colleagues, students, and friends of UiTM Kedah Branch,

I am pleased to announce the launch of the second edition of the **RMU4U E-Bulletin**. This publication showcases the intellectual energy and a wide range of expertise that have bloomed within our esteemed university.

The 38 articles presented in this issue exemplify a remarkable spectrum of scholarly inquiry. From insightful legal studies to captivating cultural reflections, from thought-provoking discussions on business and finance to explorations of the ever-evolving technological landscape, the **RMU4U E-Bulletin** offers a glimpse into the minds that are shaping the future. This e-bulletin is more than just a collection of articles; it is a platform for discourse, a springboard for critical thinking, and a catalyst for innovation. By engaging with the diverse perspectives presented here, we can cultivate a deeper understanding of the complex issues facing our world today.

I am particularly heartened by the focus on the transformative power of technology. Discussions on Industrial Revolution 5.0 and the integration of AI serve as crucial reminders of the need to embrace innovation and equip ourselves with the skills to navigate the rapidly changing landscape. The articles on learning methodologies, from self-directed learning to mobile-assisted language acquisition, further underscore UiTM Kedah's commitment to providing our students with the tools and resources they need to thrive in the 21st century.

To our esteemed contributors, I extend my sincere gratitude for sharing your valuable insights and expertise. Your dedication is what fuels the intellectual engine of our university.

To our readers, I encourage you to delve into the articles, engage with the ideas presented, and later share your perspectives. Let this e-bulletin be the spark that ignites lively dialogues and fosters a culture of continuous learning within our university community.

Together, let us leverage the power of knowledge and innovation to shape a brighter future.

Sincerely,

*Prof. Dr. Rohima Sa'id*

Rector, UiTM Kedah



# A Message from the Chief Editor

Dear Readers,

Welcome to the second issue of the RMU4U E-Bulletin from UiTM Kedah. I am excited to present 38 insightful articles that showcase the diverse academic interests and expertise within our university. Each article brings a unique perspective, contributing to a rich array of knowledge and ideas.

In this issue, our contributors have explored a wide range of subjects. We have compelling legal studies on topics such as home-schooling and child marriage, alongside cultural reflections that delve into the Semai heritage and contemporary Malaysian art. These pieces highlight the importance of preserving and understanding our cultural and societal norms.

Our business and finance section offers fresh insights into the gig economy, the integration of AI in accounting, and the nuances of tax compliance. These articles provide a closer look at the evolving economic landscape and the challenges and opportunities it presents.



Technological innovation is another prominent theme, with discussions on Industrial Revolution 5.0, the critical role of information professionals, and the integration of AI in education. These articles underscore the rapid pace of technological change and its impact on various sectors.

We also feature thought-provoking pieces on self-directed learning, mobile-assisted English learning, and the transformative power of social media in libraries. These articles explore the intersections of technology, education, and communication, offering valuable insights into modern learning environments. Our goal with this e-bulletin is to foster a deeper understanding and spark meaningful conversations among our readers. We hope that the knowledge and ideas shared here will inspire and engage you.

A heartfelt thank you to all our contributors for their hard work and dedication. And to our readers, thank you for your continued support and interest in the RMU4U E-Bulletin.

Happy reading!  
Warm regards,

Dr Azyyati Anuar  
Chief Editor, RMU4U E-Bulletin



# IR 5.0 AND BEYOND: LIBRARIES' SOCIAL MEDIA REVOLUTION FOR MODERN OUTREACH

**Anis Faradella Abdul Malik, Nordibradini binti Selamat, Khairul Adilah binti Ahmad**

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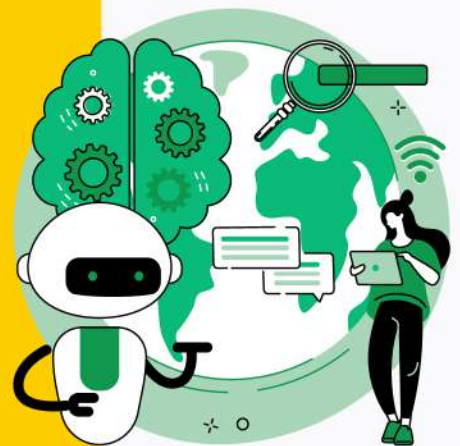


## Introduction

In the era of Information Revolution 5.0 (IR 5.0), libraries face a transformative landscape where digital innovation and interconnectedness redefine the boundaries of information dissemination and knowledge exchange. Social media platforms have emerged as indispensable tools for libraries to revolutionize their outreach strategies, enabling them to engage with diverse audiences, promote resources, and foster global connections in ways previously unimagined. Exploring the significance of IR 5.0, this paper delves into how libraries are utilizing social media to drive their outreach initiatives forward into the future.

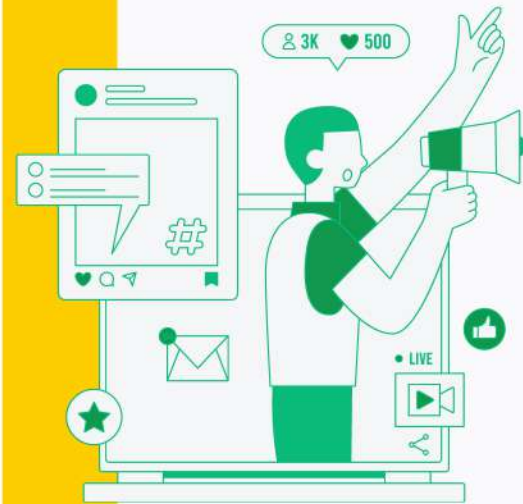
## The Evolution of IR 5.0

IR 5.0 has undergone a series of transformations driven by technological advancements, geopolitical shifts, and societal changes. IR 5.0 represents the latest iteration, characterized by the convergence of digital technologies, data-driven diplomacy, and global interconnectedness. In this era, traditional notions of state sovereignty and diplomatic practice are being redefined by the rapid dissemination of information, the rise of social media diplomacy, and the emergence of non-state actors as influential players on the world stage. Libraries, as custodians of knowledge and information, must adapt to the realities of IR 5.0 by embracing digital tools and platforms to enhance their outreach and engagement efforts.



## The Role of Social Media in Libraries' Outreach

Social media has revolutionized the way libraries interact with their communities, enabling them to transcend physical boundaries and connect with users around the globe. Platforms such as Twitter, Facebook, Instagram, and LinkedIn provide libraries with unprecedented opportunities to promote their resources, share valuable content, and engage in meaningful dialogue with patrons. By leveraging social media effectively, libraries can amplify their voice, expand their reach, and cultivate a vibrant online presence that resonates with diverse audiences. From highlighting digital collections to hosting virtual events and facilitating peer-to-peer interactions, social media has become an essential tool in libraries' outreach arsenal.



## Maximizing Social Media for Modern Outreach

Libraries are harnessing the power of social media to modernize their outreach efforts and adapt to the changing needs of users in the digital age. By implementing a strategic approach to managing social media, libraries can create compelling content, encourage community participation, and cultivate long-term connections with their patrons. Key components of effective social media outreach include content curation, storytelling, and visual communication, which allow libraries to highlight their unique offerings and connect with users on a personal level. Moreover, data analytics tools enable libraries to measure the impact of their social media efforts, identify trends, and refine their strategies for maximum effectiveness.



## Beyond Promotion: Social Media as a Catalyst for Change

Social media is not merely a promotional tool for libraries but also a catalyst for positive change and community empowerment. Libraries are using social media to advocate for social justice, promote diversity and inclusion, and amplify underrepresented voices. By leveraging their platforms to raise awareness of important issues, facilitate discussions, and mobilize support for causes, libraries are contributing to a more equitable and inclusive society. Added to that, social media enables libraries to collaborate with partners, share best practices, and innovate in tandem, resulting in collective action and positive change in the communities they serve.





## Conclusion

In conclusion, libraries' social media revolution is reshaping the landscape of modern outreach in the era of IR 5.0 and beyond. By embracing digital innovation, fostering community engagement, and advocating for positive change, libraries are leveraging social media to extend their reach, amplify their impact, and redefine their role in the digital age. As libraries continue to evolve in response to the challenges and opportunities of IR 5.0, they reaffirm their commitment to serving as catalysts for knowledge, empowerment, and social transformation in the 21st century.

## Biodata of author

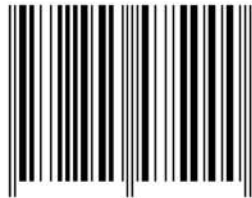
Anis Faradella Abdul Malik earned her Bachelor's degree in Library Science from Institut Teknologi MARA in 1998 and later pursued an M.Sc. in Information Management from Universiti Teknologi MARA in 2001. Since 2000, she has been dedicated to the field of education, initially serving as a Lecturer at Universiti Teknologi MARA Shah Alam. In 2003, she expanded her academic commitment by joining Universiti Teknologi MARA Kedah. With 25 years of teaching experience, Anis Faradella is currently a senior lecturer specializing in Information Management at Universiti Teknologi MARA. Her research interests primarily focus on library management, particularly in the areas of library outreach and promotion. She is deeply passionate about exploring and contributing to the evolving landscape of library sciences in the digital era.

Nordibradini Selamat graduated with a Degree in Library Science from Universiti Teknologi MARA in 2000. Completed an MA in Information Services Management from University of North London in 2001. She has embarked into the education sector, serving as a lecturer in Universiti Teknologi MARA since 2001. Currently, she is serving as a senior lecturer in Universiti Teknologi MARA, Kedah and has 23 years of teaching experience. Her initial research focus was on library leadership, and she specializes in computerized cataloging. Additionally, she has expertise in Health Information and Medical Databases Management. With her extensive teaching experience spanning 23 years, she has continually sought to expand her expertise and knowledge base.

Khairul Adilah Binti Ahmad is a dedicated researcher and writer deeply inspired by her experiences. She holds a Doctor of Philosophy in the field Computer Science at Universiti Teknologi MARA and has a profound interest in computer vision, machine learning and AI. Khairul Adilah has authored several publications, inspired by her experiences during her doctoral studies. She started her creative writing with a short story titled "Menyusuri PhD: Nikmat Sebuah Ujian". This was followed by her second short story titled "Anak Didikku Sayang" and "Belanga Kasih Bonda: Daging Saripah". Currently, She is a senior lecturer in Computer Science at Universiti Teknologi MARA and has 25 years of teaching experience. Hopefully her experience which has been immortalized in the form of creative work can burn the spirit of those who want to share ideas. Khairul Adilah's research interests include computer vision, image processing, machine learning, and fuzzy logic.



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