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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.

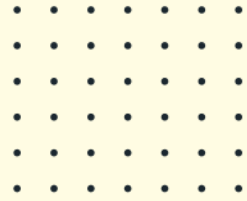
A heartfelt thank you to all our contributors for their hard work and dedication. And to our readers, thank you for your continued support and interest in the RMU4U E-Bulletin.

Happy reading!
Warm regards,

Dr Azyyati Anuar
Chief Editor, RMU4U E-Bulletin



REFLECTING SEMAI CULTURAL HERITAGE THROUGH IDIOMATIC EXPRESSIONS



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Introduction

The indigenous community in Malaysia is divided into three main groups Proto Malay, Senoi and Negrito. The Semai are an indigenous ethnic group residing in the Malay Peninsula, primarily in the Malaysian states of Perak and Pahang. They are known for their close connection to nature, communal lifestyle, and rich oral traditions. Semai culture places a strong emphasis on reciprocity, harmony with the environment, and collective well-being.

The Semai community is a sub-group of Senoi, which is the largest group in Malaysia. (Nicholas, 2000, p.4). As the largest indigenous community in Malaysia, the Semai has approximately 42,383 speakers, representing several distinct dialects. Semai language is not a written language and most Semai speak the Aslian language, related to the Austroasiatic and Mon-Khmer language families.

However, rapid economic growth, increased access to education, and urbanization have significantly impacted Semai lifestyles and attitudes, particularly concerning their native language.

With the younger generation of Semai individuals learning languages such as Bahasa Malaysia and English in schools, there has been a growing sense of apprehension among some Semai youths about speaking their mother tongue, leading to feelings of inferiority. This shift in linguistic preference and proficiency reflects broader changes in Semai culture and way of life, underscoring the profound influence of language on cultural identity and heritage.

Language, beyond being a mere tool for communication, serves as a mirror reflecting the values, beliefs, and customs of a community. Idiomatic expressions, in particular, offer invaluable insights into the cultural heritage of the Semai people, providing a window into their worldview and social practices. This article explores the reflection of Semai cultural heritage through Semai idiomatic expressions, illuminating the richness and diversity of Semai language and tradition, and highlighting the intricate relationship between language and culture. It aims to demonstrate how idiomatic expressions serve as conduits for preserving and transmitting Semai cultural identity amidst contemporary societal changes.



Idiomatic Expressions in Semai Language

Semai idiomatic expressions are deeply rooted in the cultural and social context of the community. They encapsulate traditional wisdom, cultural norms, and shared experiences passed down through generations. Through these expressions, Semai people convey complex ideas and emotions in succinct and vivid ways, reflecting their worldview and way of life.

Examples of Semai Idiomatic Expressions

01

"Mandi sungai bersama" (Bathing in the river together):

This expression signifies unity and solidarity within the community. It emphasizes the importance of cooperation and collective action in achieving common goals, mirroring the communal ethos of Semai society.

02

"Meram bering" (Tying the knot):

This expression is used to describe the act of forming strong bonds or alliances. It symbolizes the interconnectedness of individuals and communities in Semai culture, highlighting the value placed on relationships and mutual support.

03

"Kana katah kahar" (Eating each other's rice):

In Semai culture, sharing food is a symbol of hospitality and generosity. This expression conveys the idea of mutual assistance and reciprocity, where individuals support each other in times of need, reflecting the communal spirit of Semai society.

04

"Nanti boyo temkoe" (Wait for the moon to rise):

This expression is used to advise patience and resilience in facing challenges or adversity. It underscores the Semai belief in the cyclical nature of life and the importance of perseverance in overcoming obstacles.

05

"Bihip ikap" (turning back the fish):

Is a Semai idiomatic expression that reflects the Semai cultural practice of reciprocity and mutual aid within the community. It signifies the act of helping one another or coming to someone's aid when needed, akin to turning a fish back in a stream to help it swim in the right direction.



In Semai culture, fishing is an important activity for sustenance, and the community relies on the resources provided by the natural environment. "Bihip ikap" embodies the idea of collective responsibility and cooperation, emphasizing the importance of supporting each other in times of difficulty or hardship.

Reflection of Semai Cultural Heritage

Semai idiomatic expressions serve as a window into the cultural heritage and identity of the Semai people, embodying traditional values, social norms, and indigenous knowledge transmitted orally over centuries. Through the study of these expressions, one gains a deeper understanding of Semai culture, its worldview, and its enduring resilience amidst modernization and change. One such idiomatic expression, "bihip ikap", highlights traditional Semai values of reciprocity, sharing, and communal living, which are integral aspects of Semai cultural heritage. By studying idiomatic expressions, linguists and anthropologists gain valuable insights into the cultural heritage of a community. As Crystal (1995) notes, language reflects the accumulated wisdom, traditions, and social practices of a society, making it a rich source of cultural information. Through idiomatic expressions, researchers can uncover hidden meanings, cultural values, and historical perspectives embedded within a language, shedding light on the richness and diversity of a community's cultural heritage.

Conclusion

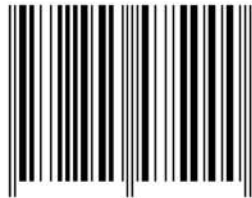
In conclusion, the intricate connection between language and culture is evident through idiomatic expressions, which serve as mirrors reflecting the values, beliefs, and customs of a community. Through the exploration of Semai idiomatic expressions, we delve into the essence of Semai cultural heritage, witnessing the profound depth of their traditions and identity. These expressions not only enrich our understanding of Semai language and tradition but also underscore the importance of preserving indigenous languages and cultural practices in the face of globalization. Thus, Semai idiomatic expressions stand as invaluable treasures, offering profound insights into the rich tapestry of Semai culture and reminding us of the significance of cultural diversity in our global community.

Biodata of Author

Sharina Binti Saad is a dedicated researcher and writer deeply committed to exploring the rich cultural heritage of the indigenous Semai in Malaysia. She holds a Master's degree in Teaching English As a Second Language from Universiti Pendidikan Sultan Idris and has a profound interest in indigenous language studies, folklore and creative writing such as short stories and poems. Sharina has authored several publications, shedding light on the diverse cultural traditions and practices of Malaysia's Semai communities. Sharina's work is driven by her passion for preserving and promoting the unique cultural identity of the Semai people in history.



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