



UNIVERSITI
TEKNOLOGI
MARA

RMU e-Bulletin



Volume 2 (2024)

Research Management Unit

Universiti Teknologi MARA Cawangan Kedah

Copyright@ is held by the owners/authors. The e-Bulletin RMU4U is published in its original version without editing the content. However, language editing and proofreading have been conducted by the language editor with permission from the authors.

The views, opinions, and technical recommendations expressed by the contributors are entirely their own and do not necessarily reflect the views of the editors, the faculty, or the university.

Editors : Azyyati Anuar (Dr)
Azlyn Ahmad Zawawi (Assoc Prof Dr)
Mohd Faizal Jamaludin (Dr)
Rohayati Hussin (Dr)

Language Editor : Nur Syazwanie Mansor (Dr)
Siti Mukhlisa Mohamad Khairul Adilah
Berlian Nur Morat (Dr)
Nor Asni Syahriza Abu Hassan
Nadira M. Jahaya
Fatin Raihana Ahmad Sani

Design Editor: Shafilla Subri (Dr)
Juaini Jamaludin

eISSN : 2805-47 5X

Published by : Universiti Teknologi MARA
08400 Merbok, Kedah Malaysia

Printed by : Perpustakaan Sultan Badlishah
Universiti Teknologi Mara Cawangan
Kedah
08400 Merbok Kedah

e ISSN 2805- 47 5X



9772805 475 000

Table of → Contents

05

Editorial Note

07

Business, Accounting
& Financial

39

Law & Policy

55

IR 5.0

84

Literature & Culture

98

Islamic Scholar
Quote

101

Designer's Thoughts

SECRETARIAT EDITORIAL RMU4U

Patron:

Prof. Dr Roshima Haji Said
Rector UiTM Cawangan Kedah

Advisory Boards:

**Assoc. Prof. Dr Mohd Rizaimy
Shaharudin**

Deputy Rector Division of
Research, Industrial Linkages,
Community & Alumni

Dr Junaida Ismail

Deputy Rector Academic Affairs

**Assoc. Prof. Dr. Noor Zahirah
Mohd Sidek**

Secretary:

Noraini Awang

Editorial Technical Team:

Reza Irwan Othman
Mohammad Fikri Abdullah



**DR. AZYYATI
ANUAR**
Chief Editor



**ASSOC. PROF. DR.
AZLYN AHMAD
ZAWAWI**
Assistant
Editor-in-Chief



**DR. ROHAYATI
HUSSIN**
Managing Editor



**DR. MOHD FAIZAL
JAMALUDIN**
Managing Editor



**DR. NUR SYAZWANIE
MANSOR**
Managing Editor



**ASSOC. PROF. DR. TS.
ABD. LATIF ABDUL
RAHMAN**
Editor



**DR. AHMAD AFIF
AHMAROFI**
Editor



**DR. NURUL 'AYN
AHMAD SAYUTI**
Editor



**DR. HAFIZAH BESAR
SA'AID**
Editor



**DR. NOOR SYAHIDAH
MOHAMAD AKHIR**
Editor



**SITI MUKHLISA MOHAMAD
KHAIRUL ADILAH**
Language Editor



**DR. BERLIAN NUR
MORAT**
Language Editor



DR. SHAFILLA SUBRI
Graphic Designer



JUAINI JAMALUDIN
Graphic Designer



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



As revolution took place, emoticons evolved from being monochromatic and visually simple, to a more graphical and expressive version, known as emoji. This word of emoji in actuality is the combination of two Japanese words "picture" and "letter". Its creation is credited to the work by Shigetaka Kurita who designed the emoji to be used in a keyboard when typing on mobile phones developed by NTT Docomo, a Japanese mobile phone company.

Since then, emoji has become a must-have feature for every smartphone keyboard around the globe. Not just for texting purposes, emoji nowadays are apparent even on almost every video conferencing platform, including Google Meet and Microsoft Teams, as well as social media platforms. The list of emoji has expanded from the basic emotion representations since its beginning to even culture-related and event-specific emoji to be chosen from, which is claimed to be more than 3000 of them. And, of course, it is among the most to-go languages by digital citizens (especially among the Gen Z's), to the point that emoji was once regarded as the third most utilised language in the world, right after English and Mandarin.

Emoji Boosts Vocabulary Memorization

Due to its fun and graphical features, it is practical yet effective in teaching English vocabulary to young kids. As known to us, kids are highly visual when it comes to learning. Associating and attaching a new key word with a visual stimuli or image is significantly facilitating in terms of understanding and memorizing the meaning. Therefore, teachers can use relevant emoji to be linked or associated with the vocabulary taught. To exemplify, when teaching the emotion, teachers can combine the use of flash card emoji by putting the word "Star-struck" at the front of the flashcard with the emoji (🌟) on the backside. The kids can easily remember the meaning of the "Star-struck" when they recall this emoji.

The similar practice can be applied for teaching idioms, whereby teachers instead of using one emoji, they can string several emoji to describe the meaning of an idiom. Can you identify what idiomatic expression does this string of emoji mean (👊👤🐎)? An oncoming fist, skull and a horse. Yes, the idiom is "beat the dead horse" which means to do something that is known to be useless. Now, you give it a shot. Can you come up with a string of emoji for this idiom of "cost an arm and a leg"?



Image Source : Canva

Emoji Lights Up the Fun

Emoji have been found evidently to spark the learning and teaching session of English. Fundamentally, they are cute and fun. What more is desired by English teachers than to have an emotion-filled and engaging classroom when teaching English. Studies for many years have conclusively established that emotion substantially impacts learning. The similar impact can be seen in the use of emoji in English class. As these cute icons are eye-catching, students can be easily drawn to them when teachers use them on board, therefore sparking the interest as well as sustaining it throughout the lesson.

To add, these fun and cute little emoji can be incorporated into games during the lesson. Pictionary is a classic vocabulary building game in an English classroom. Why stick to the conventional one when you can elevate it to an innovative one, Emoji Pictionary. Instead of boring stickman drawing, learners can use these fun emoji for the team members to guess the chosen English word, sentence or even idiomatic expressions. Pretty fun, right? Bear in mind that these mini digital citizens in the classroom are exceptionally enlightened about the various emoji. It is part of their daily texts. So, be surprised if they know more than you expected.

Emoji Sparks the Student-Teacher Communication

Teachers can use emoji as a shortcut and fun way of responding to students' messages. Surely there are lots of messages in the WhatsApp group, so, teachers can resort to using emoji to simply signify approval, disapproval, importance and other intended messages. To respond individually to all the texts in written form will take up plenty of time as sentences need to be typed accordingly so that they are not misunderstood by the students. But, as emoji is universally comprehended, just by reacting a thumbs up emoji (👍) to a student's request, the student will know that his/her request is approved.

Plus, such tiny icons add more emotion to the message, making the message more effective and appealing. Emoji is the perfect epitome of the expression "touch the heart before asking for the hand". Imagine, having this emoji of pleading face (🙏) added to your message in the class WhatsApp group trying to win the students over for some attention in the next class. Appealing isn't it? Surely, the students will be more compelled to sympathize with the teacher's heartfelt plea. As we know, the more effective a message is, the more effective it is.



Image Source : Canva



Emoji Gets the Message Across

One of the common challenges encountered by the beginners in learning English is limited vocabulary. Consequently, they could not instantaneously respond to a conversation (specifically informal written communication) as a result of restricted language range, in this case, English. To consult dictionaries or online sources might impede the response time in the conversation. Also, the words they found probably carry multiple meanings which adversely cost the understanding of the message intended, as English is popularly known for its large corpus of synonymous words, with each carries a different degree of meaning.

What can a student do? Use emoji. As known to many, “picture speaks a thousand words”. Emoji can become an avenue for these learners with limited vocabulary to respond to the conversation. If they could not promptly translate the words from the native language to English, they can utilize emoji to replace the words, as long as the message is effectively delivered. As a result, the conversation can continue smoothly. For instance, if a learner does not know how to express dissatisfaction or discontentment, he/she can use the enraged face emoji (🤔) to deliver the feeling across. For sure, looking at the emoji, the message of not agreeing with a certain notion can be interpreted instantaneously.

To wrap up

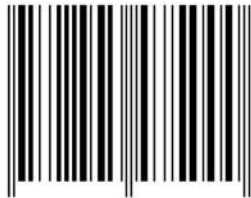
Emoji largely benefit learners and educators of English in various forms. As fun as they are, these adorable little cartoon-like icons only serve as a tool to learning English, not a magic wand to language learning. They add jubilation and joy to the pedagogical experience. But, to learn the various elements of English grammar and sets of effective skills for reading, writing, listening and speaking require more than showing emoji in the classroom. Please be mindful fellow educators that a well-structured course and effective teaching strategies are still required for effective learning of English.

Biodata of author

Muhammad Ikhmal Mohd Jamil serves as a lecturer in English Language at the Academy of Language Studies, UiTM Kedah. He holds a Bachelor's degree in Human Sciences with a focus on English Language and Literature from the International Islamic University Malaysia (IIUM), and a Master's degree in Applied Linguistics from Universiti Utara Malaysia. With extensive expertise, he has adeptly taught a range of English-related subjects, encompassing Communicative English, Academic Writing, Essential Business Communication, and Business Writing.



e ISSN 2805- 47 5X



9772805 475 000

Volume 2 (2024)

RMU *AM*
e-Bulletin

Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

