



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



PRESERVING THE UNIQUENESS OF MALAY ANIMAL PROVERBIAL EXPRESSIONS

Siti Mukhlisa Mohamad Khairul Adilah

Academy of Language Studies, Universiti Teknologi MARA,
Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia
sitimukhlisa@uitm.edu.my

Introduction

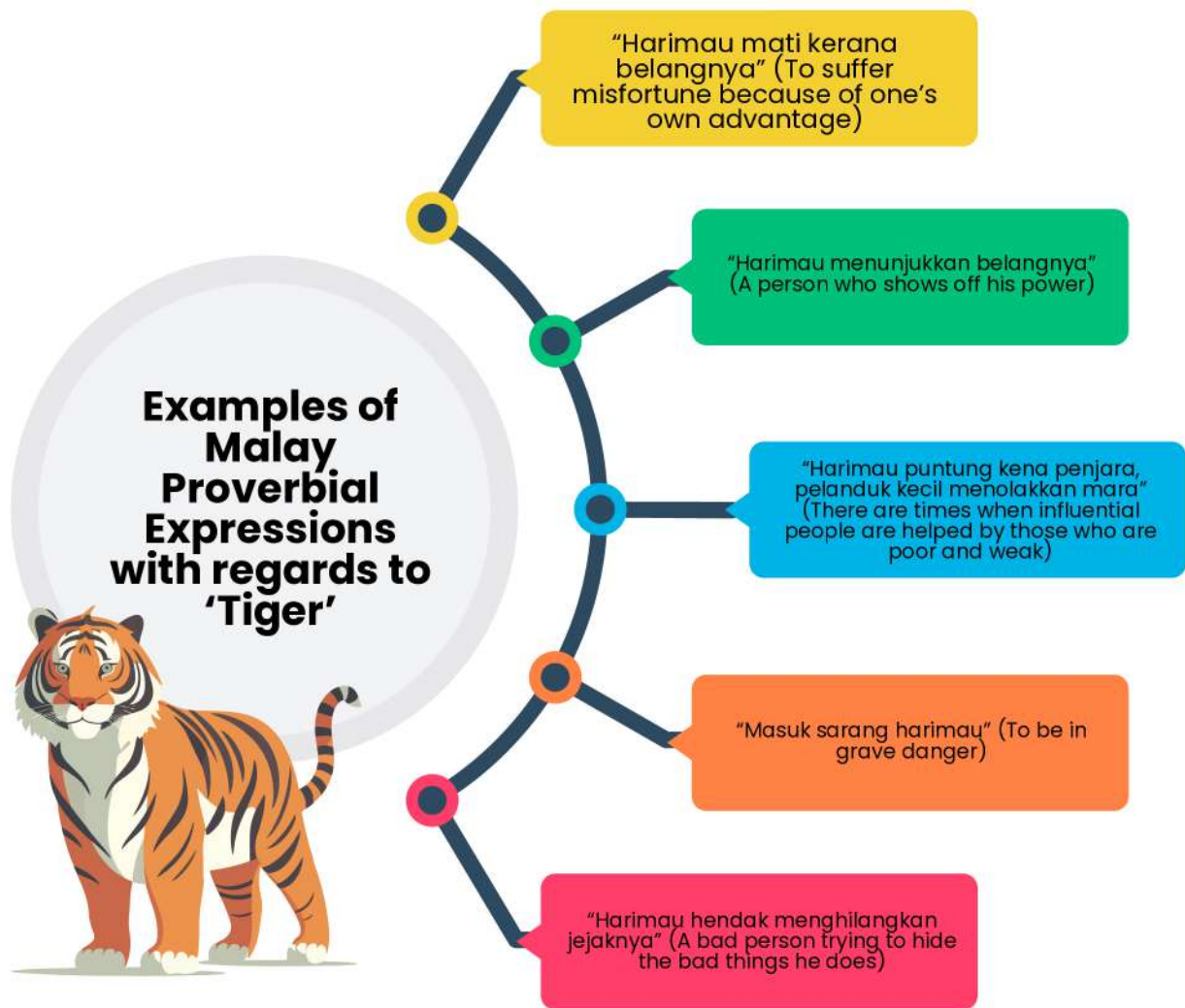
Across cultures, proverbs serve as metaphorical expressions that are used by a particular society, encapsulating the collective experiences, values, and beliefs that they hold onto. As Riyanto (2018) explained, proverbs are regarded as a part of the cultural specification of a particular language society because they carry social facts and are shaped based on the values, traditions, wisdom, as well as the beliefs of the society.

Among the rich tapestry of global proverbial traditions, Malay proverbs stand out for their unique mixture of poetic elegance and the profound insights that underlie the meanings attached to the expressions. In Malay society, proverbs are vital in shaping the values of the people, as Malay society is well known for its polite and well-mannered traits (Ismail et al., 2017). Rooted in centuries of Malay culture and tradition, these proverbial expressions are commonly known for their emphasis on politeness and social lessons that are mapped out as a guide for Malay society.



Looking into the sources of the Malay proverbs, one of the primary reservoirs for furnishing metaphorical expressions within proverbs involves employing animals as a means of comparison and symbolism, which is conceivably due to the close connection between humans and animals in their surroundings (Muhammad, N. N., & Rashid, S. M., 2014). Among the famous Malay proverbs with regards to animals are the ones with the word 'tiger' in them. This shows how 'tiger' is highly valued in Malay culture, as society has constantly conceptualized the attributes and physical traits of tiger and human beings. This phenomenon can be attributed to the widespread distribution of tigers across Asia, including their long-standing presence in Malaysia's forests. Furthermore, as reported by Jabatan Perlindungan Hidupan Liar dan Taman Negara (PERHILITAN) in 2009, Harimau Belang, one of Malaysia's most famous and renowned species, is the largest cat species exclusive to Asia.





According to the examples of tiger proverbs listed, most of the underlying meanings indicate how dangerous and powerful the tiger is. Therefore, it is indisputable how the Malay people highly value tigers in their society, which can be seen through the use of tigers as a representation of 'bravery', 'courage', and 'strength' in Malaysia's 'Jata Negara' or Coats of Arms (Jabatan Penerangan Malaysia, 2020, p.7)

Preserving Malay Proverbial Expressions

However, amidst the rapid pace of modernization, especially in the human communication and language that we use nowadays, there is a growing concern that the richness and uniqueness of our Malay culture, focusing on the existing proverbial expressions, are at risk of being forgotten. As societies embrace technological advancements and western cultural influences in their language, be it in spoken or written forms, it cannot be denied that slowly our Malay traditions and cultures, which are presented through proverbial expressions, wane in importance.

Preserving the use of proverbial expressions in contemporary communication requires an extensive approach and collaborative efforts from all parties. Integrating the teaching of proverbs and figurative expressions into educational curricula at all levels is important to elevate cultural awareness and, at the same time, enhance the students' linguistic proficiency. Incorporating proverbial expressions into various forms of media advertisements is also one of the approaches that can preserve the beauty and uniqueness of our Malay proverbial expressions and deepen cultural understanding in this modern society.





Image Source : Canva

Therefore, the use of Malay proverbial expressions should always remain relevant in everyday communication and interaction, both written and spoken, echoing the Malay saying 'Tak lapuk ditelan zaman' which implies that timeless wisdom never fades with time.

References

Ismail, W. N. W., Samian, A. L., & Muslim, N. (2017). Bird element symbolism in Malay proverbs. *International Journal of Asian Social Science*, 7(2), 119-125.

Jabatan Penerangan Malaysia (2020). *Menghormati Lambang-lambang Kebesaran Negara* (1st ed). <https://www.penerangan.gov.my/japenv2/2020/07/01/jata-negara->

Kementerian Tenaga dan Sumber Asli Malaysia. (2009). *Harimau Belang (Panthera Tigris) di Malaysia*. Malaysia: Jabatan Perlindungan Hidupan Liar dan Taman Negara (PERHILITAN)

Muhammad, N. N., & Rashid, S. M. (2014). Cat metaphors in Malay and English proverbs. *Procedia-Social and Behavioral Sciences*, 118, 335-342.

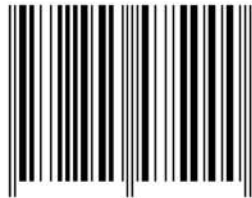
Riyanto, A. (2018). Analysis of using animal elements in English proverbs. *10th International Conference on Languages, Humanities, Education and Social Sciences*

Biodata of author

Siti Mukhlisa Mohamad Khairul Adilah holds a master's degree in Language Studies (Discourse Analysis) from Universiti Sains Malaysia. Her passion lies in exploring figurative language aspects, particularly proverbial expressions, and cross-cultural studies. With a keen interest in unraveling the complexities of language and culture, she aspires to bridge understanding through her passion for linguistics and cultural expressions in her writings.



e ISSN 2805- 47 5X



9772805 475 000

Volume 2 (2024)

RMU
e-Bulletin

Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

