



UNIVERSITI
TEKNOLOGI
MARA

RMU e-Bulletin



Volume 2 (2024)

Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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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

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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



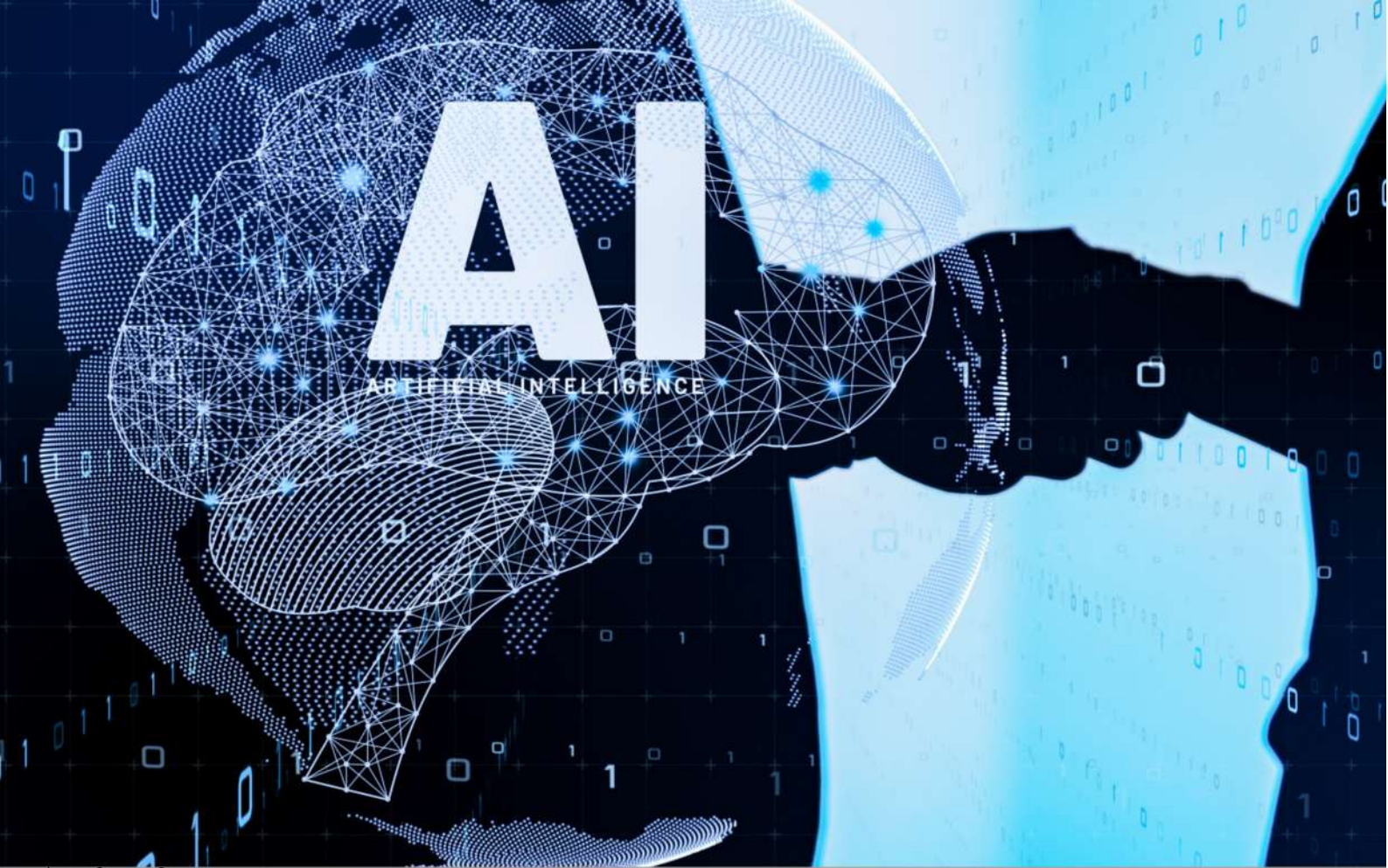


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THE POTENTIAL OF TEXT-TO-IMAGE AND IMAGE-TO-IMAGE TECHNOLOGY TO ENHANCE IDEA GENERATION IN INDUSTRIAL DESIGN LEARNING

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Idea generation plays a crucial role in industrial design education as it is the foundation of creativity and innovation in this field. In order to produce exceptional designs, students need to be equipped with effective idea generation skills. Despite the value of idea generation in industrial design education, students frequently struggle to translate their conceptual ideas into effective visual representations. Conventional methods that rely purely on visual sketch descriptions may hinder the creative process and restrict the range of design possibilities. For instance, excessive dependence on established design trends may hinder originality and lead to duplicated solutions. In order to enhance idea generation in industrial design education, it is important to explore new methods and techniques that can stimulate creativity. The rise of generative Artificial Intelligence (AI), such as text-guided image-to-image technology, emerges as a game-changing solution by converting image prompts into compelling visual representations. Therefore, this article aims to explore the potential of text-guided image-to-image generation in industrial design education.



Text-to-Image Conversion technology has emerged as a game-changer in design education by providing a seamless transition from text-based ideas to visually compelling representations. The development of text-to-image websites and applications such as Midjourney, Imagine, and Clipdrop is a result of the popularity of text-to-image conversion technology. These platforms allow designers the choice to use a variety of subscription plans, including both free and paid options, to gain access to this powerful technology. However, to further enhance the idea generation process, the integration of a "text-guided image-to-image generator" holds huge potential. This method serves as visual cues or starting points that trigger creative thinking and guide students in exploring design concepts from various angles. By combining text-guided image-to-image with good prompting, students can benefit from a two-fold approach. Firstly, they can input textual descriptions of their design ideas into the web-based application, generating initial visual thumbnails or rough drafts. These generated images can serve as a basis for further exploration. Secondly, the integration of text-guided image-to-image with a good prompt allows students to have more control over the composition and realization of their creative goals.

It is crucial to strike a balance between the influence of image prompts and the students' original ideas. The prompts should act as springboards for creativity rather than constraints, allowing students to infuse their personal flair and individuality into the designs. Additionally, providing students with the opportunity to customize and modify the base images can further enhance their sense of ownership and creative expression. Example scooter design based on a text-to-image conversion using the base image prompt from the Imagine platform (see Figure 1).

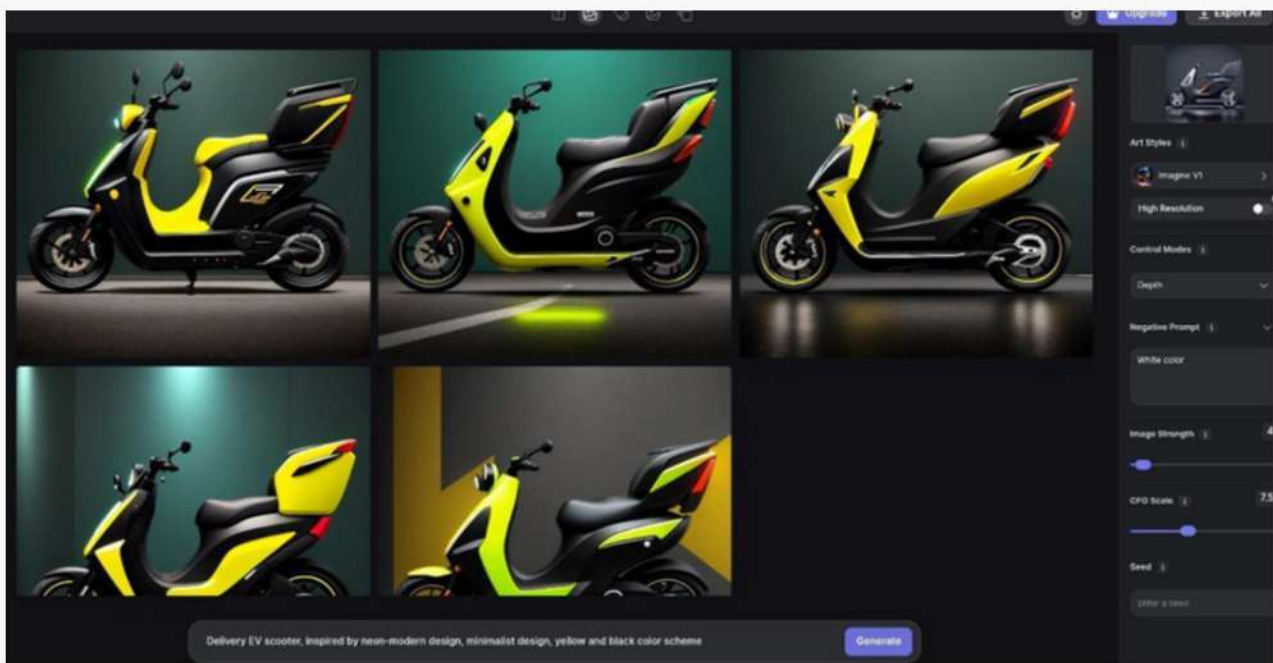


Figure 1. Example of Text-Guided Image-to-Image Generation in Imagine Web-Based Application. Prompt: Delivery EV Scooter by neon-modern design, minimalist design, yellow and black color scheme



The platform used in this article involves two (2) web-based applications, namely Clipdrop.co and Imagine.art. The author employs a two-stage process: (1) Stage 1: Basic line Sketching with the Clipdrop web-based application (see Figure 2).

Stage 1

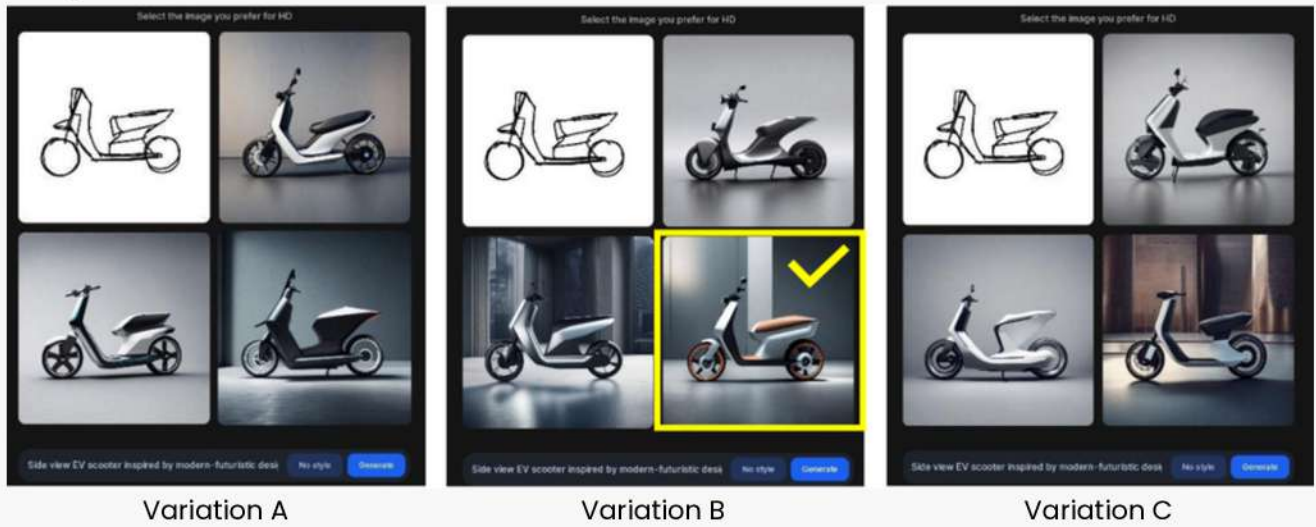


Figure 2. Result of variation A, B and C of EV Scooter Design based on a line sketching and guided prompt provided

Stage 2

Based on the three (3) variations of the EV scooter from Stage 1, the researcher chooses one design to be developed into eight (8) EV scooter variations using the Imagine.art web-based application (see Figure 3.).

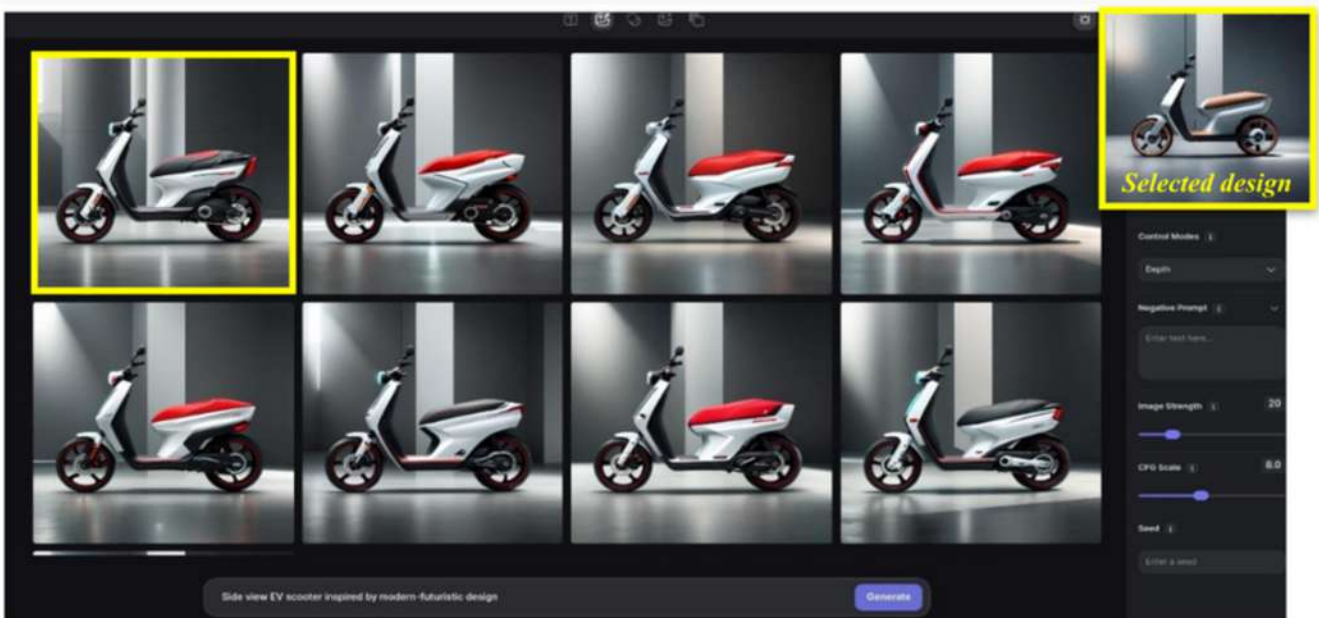


Figure 3. Stage 2: Image-to-Image generator in the Imagine web-based application.



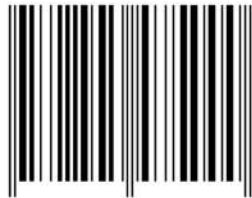
Through the use of carefully crafted prompts, this method encourages users to explore a broad range of design alternatives while ensuring consistency with specific goals. In addition, it serves as an educational tool, enabling students to acquire an in-depth understanding of design principles as well as aesthetics and visual composition. Although the benefits of text-guided image-to-image output are obvious, its implementation requires strong sketching skills and an understanding of web-based features. The key to obtaining useful and relevant results is the use of design-related terminology in well-structured prompts. However, it is essential to acknowledge that while this technology excels at enhancing the aesthetics of design, technical viability and functional aspects must still be considered. By considering potential challenges and limitations, educators and students can maximize this tool's capacity to accelerate idea generation, stimulate creativity, and eventually promote innovation. Adopting such innovative methodologies has the potential to considerably enhance the education and practice of industrial design, propelling it into new dimensions of imagination and presentation in a constantly evolving design landscape.

Biodata of author

Mohd Hamidi Adha Mohd Amin is an esteemed expert in the field of Industrial Design Education. With a specialization in product design, creative thinking, and 3D model making, he holds a master's degree in industrial design from a leading institution UiTM. His passion lies in fostering innovation and nurturing talent within the realm of industrial design. With years of experience in academia and industry, Mohd Hamidi has been instrumental in shaping the next generation of designers. He is deeply committed to pushing the boundaries of design education, constantly seeking new avenues for creative exploration and expression. Currently, Mohd Hamidi serves as a mentor and educator, inspiring students to realize their full potential in the dynamic field of industrial design.



e ISSN 2805- 47 5X



9772805 475 000

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RMU *AM*
e-Bulletin

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