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E-PROCEEDING

EXTENDED ABSTRACT

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E-PROCEEDING

EXTENDED ABSTRACT



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Welcome Message RECTOR, UITM KEDAH BRANCH

Assalamualaikum warahmatullahi wabarakatuh,

First and foremost, I would like to extend my deepest appreciation to the organising committee of i-SPIKE 2025 for their steadfast dedication and commitment in making this prestigious event a reality. My heartfelt congratulations to the committee for their tireless efforts in ensuring that i-SPIKE continues to grow as a meaningful and impactful platform for academics, researchers, students, and industry players worldwide.

The theme for this year, “Empowering Minds: Bridging Innovation, Knowledge and Education for a Sustainable Future,” is both timely and significant. It reflects our shared responsibility to not only embrace creativity and technological advancement, but also to ensure that innovation directly contributes to sustainable development, equitable education, and the well-being of future generations.

i-SPIKE 2025 provides a dynamic platform for showcasing innovations that address real-world challenges while opening new avenues for collaboration, engagement, and inclusivity. By bridging knowledge, innovation, and education, this symposium strengthens our collective capacity to design solutions that empower communities and inspire positive change.

I am truly impressed by the diversity and calibre of participants in this year’s event. The projects and ideas presented highlight the extraordinary creativity and determination of our innovators. I am confident that the insights and solutions shared here will pave the way for continuous advancement in teaching, learning, and innovation.

It is my sincere hope that you will find i-SPIKE 2025 an enriching experience, one that sparks new ideas, builds lasting collaborations, and strengthens our shared vision for a sustainable future. To all participants, I wish you every success, and to the winners, my warmest congratulations.

Once again, I thank the organising committee, partners, and contributors for their invaluable support. May i-SPIKE 2025 continue to inspire and empower minds for many years to come.

Professor Dr. Roshima Haji Said
Acting Rector
Universiti Teknologi MARA (UiTM) Kedah Branch

Welcome Message (i-SPIKE 2025 CHAIR)

It is my great pleasure to welcome you to the 4th International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education 2025 (i-SPIKE 2025). This year's theme, "Empowering Minds: Bridging Innovation, Knowledge, and Education for a Sustainable Future," reflects our collective commitment to advancing innovation and fostering meaningful collaboration across academia, industry, and communities.

i-SPIKE 2025 provides a platform for scholars, researchers, students, and practitioners from diverse fields to showcase their ideas, share knowledge, and inspire new solutions to global challenges. We extend our sincere appreciation to all participants and contributors whose efforts and dedication have made this symposium possible.

We hope that this e-proceedings serves not only as a record of the innovations presented but also as a valuable resource that continues to inspire long after the event.

Thank you.

Dr Junaida Ismail
Chair

4th International Exhibition & Symposium on Productivity, Innovation,
Knowledge, and Education 2025 (i-SPIKE 2025)

PREFACE

The 4th International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education (i-SPIKE 2025) marks yet another milestone in our ongoing commitment to fostering innovation, creativity, and collaboration across disciplines. Guided by this year's theme, "Empowering Minds: Bridging Innovation, Knowledge and Education for a Sustainable Future," the event provides a dynamic platform for students, educators, researchers, and professionals to share their ideas, showcase their innovations, and engage in meaningful knowledge exchange.

This year, we are pleased to report that i-SPIKE 2025 received approximately 50 initial submissions, with more than 35 projects successfully advancing to final presentation and exhibition. These projects reflect a rich diversity of innovation, ranging from educational technologies, digital applications, and gamified learning tools to sustainable materials, cultural heritage preservation, and community-focused solutions. Collectively, they embody the spirit of bridging innovation and education to address pressing societal and global challenges.

We sincerely thank all participants, reviewers, and committee members for their invaluable contributions in making i-SPIKE 2025 a success. It is our hope that this e-proceedings will not only serve as a record of the ideas and innovations presented, but also as an inspiration for future collaborations and advancements in the pursuit of sustainable knowledge and innovation.

Assoc. Prof. Dr. Azlyn Ahmad Zawawi
Editor-in-Chief, i-SPIKE 2025 Proceedings

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CATEGORY 2
SS (ACADEMIC)

FROM CLASSROOM TO COLLOQUIUM: STRENGTHENING SKILLS OF CTU271 (ISLAM AND COMMUNICATION) STUDENTS IN UiTM

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ABSTRACT

Islamic communication is a method of conveying messages in accordance with the principles of the Quran and Sunnah. In this era of recent information, Islamic communication is crucial for conveying a message effectively. To be an effective and confident communicator, people need to practice public communication skills. A colloquium can be a valuable opportunity to refine these oral communication skills, ultimately improving Islamic communication practices. Initiating a new paradigm of learning experience for students to achieve the objective of a course code, this research used a qualitative method involving document analysis that resulted in organizing a colloquium named 'Kolokium Komunikasi Islam 2025' for the students who registered for CTU271: Islam and Communication from three branches: UiTM Cawangan Johor, Melaka and Negeri Sembilan. The main objectives of the colloquium are to assist students in producing high-quality writing and articles, provide opportunities for students and lecturers to present their ideas and encourage students to defend their articles through presentations. The colloquium also involves top university management, lecturers and students, particularly 328 students, 48 judges and 25 secretariats. Findings show the colloquium gives benefits to the students by increasing their knowledge and creativity in their communication skills during presentations. This knowledge is important for students to prepare themselves for future work experiences, additionally by providing them the opportunity to prepare academic written articles to be evaluated also by academic judges. The colloquium shows the importance of communication in Islam needs to be practiced. Students can improve the quality of their presentations and written articles based on the feedback of judges. The students also benefit from fruitful speeches from the Dean, Deputy Rector Academic Affairs and a religious preacher accredited by Majlis Agama Islam Johor about Communication in Islam.

Keywords: Colloquium, Islamic communication, students.

INTRODUCTION

Islamic communication is a topic that involves various important aspects in modern Islamic society. Some of the current issues related to Islamic communication include the usage of social media in spreading religious teachings, the challenges in maintaining Islamic identity amidst the influence of globalization and the importance of dialogue between Muslim and non-Muslim to promote mutual understanding and tolerance.

Due to that, a colloquium is undertaken to the students who registered course code of CTU271: Islam and Communication from three branches which are UiTM Johor, Melaka and Negeri Sembilan. The colloquium is implemented as one of the ways to guide the best methods in communication to achieve the goal of using Islamic communication in the mass media in the future.

This tradition of continuous events between three branches was initiated by the Resource Person of CTU271 and developed to a bigger scale of participation that involves top management of the university and larger scale of participation among lecturers and students. This was presented in 'Kolokium Komunikasi Islam 2025' involving 328 students, 48 judges among lecturers and 25 secretariats.

The main objectives of the colloquium are to assist students in producing good writing and quality articles among students and lecturers, provide opportunities to deliver the idea and encourage students to defend the article through presentation.

METHODOLOGY

This research uses a qualitative method involving document analysis that resulted in organizing colloquium on a bigger scale and participation. Document analysis involves reading and analyzing textual materials in order to learn important details about the phenomena being studied. It involves systematic observation of the structure, context and content of documents (Bowen, 2009). Document analysis is carried out by referring to the course information of CTU271, the content of the syllabus, the course learning outcome (CLO), the program learning outcome (CLO) and the rubric of the ongoing assessment (OGA). Then, a colloquium is introduced as a collaborative initiative benefiting the students, lecturers, industry and UiTM.

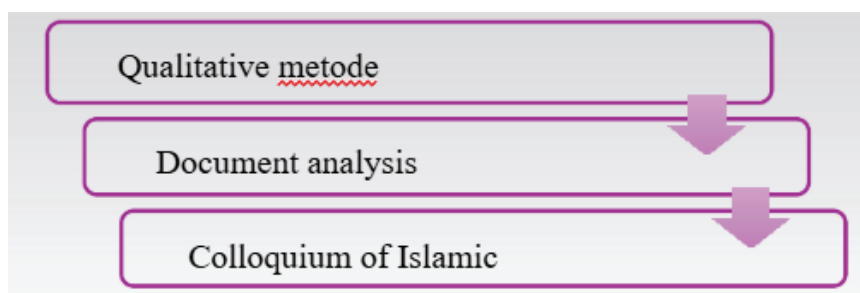


Figure 1. Flow Chart of Methodology

FINDINGS AND DISCUSSION

Implementation of the colloquium

The flow of the colloquium started with the support of the top management by approving the working paper and funding. The colloquium uses an ongoing assessment (OGA) as a primary focus which developed into an academic colloquium platform. The implementation begins with a written assignment assessment which contributes 30% of the total continuous assessment marks of the course.

Writing an academic article is the result of research done by students in groups. Students are required to prepare an article related to the syllabus such as communication, media and current issues and also based on current case study. Throughout the process, the lecturers guide the students and provide continuous feedback to ensure the output meets the academic standards. By doing this, students are able to learn the right academic writing skills. Then, the article is evaluated by academic judges two weeks before the colloquium.

After completing the article, the students joined the colloquium for presentation which carries 20% of the total continuous assessment marks. In this colloquium, students are required to present the findings or content of their respective articles in front of the academic judges.

The presentation rubric provided for a consistent evaluation process. Among the evaluation elements were the students' understanding regarding the topic and their confidence in answering the questions during the colloquium session. The presentation is conducted within two hours at the rooms provided. Each room consists of four to six groups with two academic judges for each.

Finally, the marks obtained through these two assessments, a written academic article and a presentation, are combined to be 50% of the total marks of the course code. Overall, the marks are based on the cognitive aspect through writing articles and evaluating soft skills through presentation, communication, self-confidence and critical thinking.

Recognition and Appreciation

At the end of the colloquium, students are given recognition and appreciation for their performance by awarding a few categories such as best paper award, best presenter of '*Dai bil Hikmah*' award, best presentation award and best campus award. The best campus award is given to the campus that obtains the highest cumulative score based on all the categories. The awards are given by Professor Dr. S. Salahudin bin Suyurno, Dean of the Academy of Contemporary Islamic Studies (ACIS) of UiTM, followed by the host of the colloquium, Yang Mulia Professor Madya Dr. Raja Adzrin binti Raja Ahmad as Deputy Rector of Academic Affairs of UiTM Johor.

Impact of the Colloquium

The findings show that implementing colloquium provides various benefits to the students. Among them, the students learn how to write good articles from the early semester. It plays a significant role in fostering a spirit of cooperation and encouraging strong and healthy competition among students. Furthermore, the results of the article give the students an opportunity to convey their knowledge gained through the colloquium.

The students also have the chance to practice their knowledge during the presentation session. The interpersonal interaction between the students, judges and audience allows them to improve their skills in providing and sharing information in a professional manner. The elements of creativity and cooperation in the group also play an important role in ensuring the message conveyed can be understood accurately by the audience.

In addition, each presentation is judged by academic judges who are not among their own lecturers. The situation indirectly encourages students to work harder in producing thoughtful ideas, a convincing presentation style and high creativity. Various mediums are used to make their presentation more attractive such as using PowerPoint slides, video, Canva app and making short role play to attract the attention of the audience and judges. According to Zannrni, I. M. (2022), the findings indicate that presentations can enhance multiple aspects of students' speaking skills.

The study's results indicated that students at Higher Education Institutions experience high levels of fear and anxiety related to communication, particularly during presentations. In conclusion, it is important for students to focus on adapting their communication methods and overcoming communication barriers to prepare for their future careers (Rosman & Abd Majid, 2022). Therefore, colloquium is very beneficial to all the students. The knowledge gained by them is really important as preparation to enter the work life in the fut



Figure 2 Islamic Communication Colloquium Session

CONCLUSION

The implementation of the colloquium has a positive impact on the academic and personal development of students. Through writing papers and presentations, students are not only able to learn good writing skills but also improve communication skills, self-confidence and critical thinking. Evaluations by academic judges are also one of the factors that led students to put more effort and creativity in both assessments. In addition, the use of various mediums also contributes to the effectiveness of the presentation. To sum up, the colloquium is really impactful and beneficial to the students, lecturers and UiTM in general. There is also exposure to the students to gain knowledge from the speech of the Dean of the Academy of Contemporary Islamic Studies (ACIS), Deputy Rector of Academic Affairs of UiTM Johor and from an accredited religious preacher from Majlis Agama Islam Johor.

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