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# I-RoLE 2023

INTERNATIONAL CONFERENCE OF  
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:  
EMANCIPATING THE LANDSCAPE  
OF RESEARCH IN LINGUISTIC,  
LANGUAGE AND LITERATURE**

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**Table of Contents**

| No. | Title  | Page Number |
|-----|--|-------------|
| 1.  | Galaxy Tense A+: The Effectiveness of English Tenses Board Game Among Tertiary Students                  | 6           |
| 2.  | Graphic Design Website: Exploring Market Needs for Services  | 14          |
| 3.  | Beyond What Eye Saw  | 21          |
| 4.  | Creative Writing: Through Her Eyes - Tales of The Heart  | 28          |
| 5.  | Let's Play Phonetic Charades   | 34          |
| 6.  | A Visual Novel Game on Social Anxiety  | 40          |
| 7.  | Skin Care with Fisha: New Media Content Creation for Basic Skincare Education                            | 48          |
| 8.  | e-Book of Poem Collections   | 55          |
| 9.  | Toodles: Flashcards for Children   | 61          |
| 10. | Digital Flashcards (Tenses)  | 68          |
| 11. | Investigating Students' Concerns on The Development of Masterly!   | 74          |
| 12. | Googly Eyes: A Game to Improve English Usage Among Teenagers   | 80          |
| 13. | Providing Subtitles for Malaysian YouTuber   | 86          |
| 14. | Read and Play: Improving Adolescent's Reading Skills Through Video Games                                 | 91          |
| 15. | Thoughts by Her Soul Bookmark  | 99          |
| 16. | The Comedy of Errors Simplified: "Egeon's 18Th Reasons Why"  | 105         |
| 17. | Oliver Green: Improving Homonyms Understanding Through Comics  | 112         |
| 18. | PWSP: Phonetic Word Search Puzzle Book   | 117         |
| 19. | Floriography   | 121         |
| 20. | A Preliminary Study on The Young Adult's Perception of Learning English Using the Website: Swifties Read | 126         |
| 21. | A Place for Poets: An Online Poetry Recitation Series  | 133         |
| 22. | Say It Right with Ya   | 140         |
| 23. | Don't Touch My No-No Square  | 150         |
| 24. | Templatify: An E-Book Collection of Ecards Templates   | 158         |
| 25. | Short Story: Disease Takes Happiness Away  | 164         |
| 26. | Dusted Lines: A Compilation of Self-Written Poems  | 170         |
| 27. | 'What's Your Philosophy?' An Edutaining Card Game  | 177         |
| 28. | Be Cool, Not Cruel   | 185         |
| 29. | Grammar Made Fun with TikTok   | 192         |
| 30. | Interactive Journaling as A Mental Health Coping Strategy for Youths                                     | 201         |
| 31. | Learned – Spoken: Manglish   | 212         |
| 32. | Lost in the Labyrinth of My Mind   | 218         |
| 33. | Translation of Abqorie's Fardhu Ain Module for Smart Tahfiz & Transit Abqorie                            | 225         |
| 34. | Poetry for Us: Expressing Feelings Through Creative Writing  | 231         |
| 35. | Lyacomms' Proofreading and Editing Service   | 238         |



| No. | Title  | Page Number |
|-----|--|-------------|
| 36. | The Effectiveness Of ‘Master the Verbs’ Instagram Flashcards Among Year Six Low Proficiency Level Students | 244         |
| 37. | My Malay Fables  | 252         |
| 38. | Talking Story: eBooks to Improve Reading Comprehension Skills  | 259         |
| 39. | Exploring Creative Writing as A Tool to Enhance Mental Health  | 272         |
| 40. | Movie Moo  | 281         |
| 41. | English Pitstop  | 288         |
| 42. | Upin Ipin Reding Kit   | 294         |
| 43. | Seventy-Two Beats a Second   | 301         |
| 44. | Knowing Kristang   | 308         |
| 45. | Creatorslation: The Role of Technology in Translation Service  | 313         |
| 46. | Travel Guide as a Medium to Improve English Comprehensiveness  | 319         |
| 47. | Posterlance  | 328         |
| 48. | Crossfunetics  | 336         |
| 49. | The Effectiveness of Board Games to Promote Student Attention and Enjoyment in English Subject             | 342         |
| 50. | The Use of e-Books and Social Media in Introducing Malaysian Folklores Among Children                      | 352         |
| 51. | Creepypodcast YouTube Channel  | 357         |
| 52. | Mastermind’: English Board Game  | 363         |
| 53. | 한국어 In Melayu!   | 369         |
| 54. | Triple P with Sang Kancil: Pronunciation, Phonetics, and Playbook  | 376         |
| 55. | "So, She Reads" Book Blog  | 383         |
| 56. | Abbyfication: A Grammar-Based Word Game  | 389         |
| 57. | Klick! A Content Writing Service   | 396         |
| 58. | The Love Levanter Podcast  | 403         |
| 59. | Let’s Talk Feelings Podcast  | 409         |
| 60. | Grafixmoon: Poster Designing Service   | 415         |
| 61. | The Circle of Life   | 422         |
| 62. | Hops the Dwarf   | 430         |
| 63. | Malay Corner: Learning Malay Through Discord   | 435         |
| 64. | Movie: This and That   | 441         |
| 65. | Phone the Phonetics: Phonetic Flashcards   | 449         |
| 66. | And What If?   | 455         |
| 67. | Interrupted: Life in A Podcast   | 458         |
| 68. | @Phoneticisfun   | 463         |
| 69. | Culinary and Creative Writing: When Two Worlds Collide   | 468         |
| 70. | Talk in Senses   | 473         |
| 71. | Piano Pleasure Course  | 480         |
| 72. | Step by Step: A Motivational Instagram Account   | 486         |
| 73. | Figurative Language! An Educational Autobiography  | 492         |
| 74. | Of Power, Devotion and Betrayal: A Collection of Malaysian Princesses’ Folklores                           | 499         |
| 75. | Tell Me, How’s Everything? An Anthology of Poems to Increase the Understanding of Figurative Language      | 505         |



| No. | Title   | Page Number |
|-----|---|-------------|
| 76. | Oh, Lendu Youth   | 513         |
| 77. | Living the Hard Life  | 520         |
| 78. | Mirror, Mirror, on the Wall, Who Is the Best of Us All?   | 528         |
| 79. | Beyond the Crowded Space: The Use of Podcast in Improving Psychological Well-Being  | 535         |
| 80. | Samdil: Same Music, Different Language  | 541         |
| 81. | Bejalai: A YouTube Journey  | 547         |
| 82. | Mind Your Language  | 552         |
| 83. | Pop Music Podcast: A Bop or A Flop?   | 560         |
| 84. | Exploring The English Language Teachers' Beliefs And Practices In Implementing CEFR-Aligned Formative Assessment In Malaysian Primary Schools   | 570         |
| 85. | Pencapaian Ucapan Bayi Sejak Lahir Hingga Dua Belas Bulan   | 575         |
| 86. | Mengkaji Makna Bahasa Lukisan Kanak - Kanak Muda Usia 0-3 Tahun   | 585         |
| 87. | Penelitian Terhadap Kesiapan, Motivasi Dan Faktor Persekitaran Murid Bukan Penutur Natif Terhadap Pembelajaran Dan Pemudahcaraan Karangan Respon Terbuka Di Sekolah Antarabangsa Kuala Lumpur | 599         |
| 88. | Pengaruh Bahasa Ibunda Dalam Kalangan Murid Bukan Melayu Tahun 5 Semasa Menulis Karangan: Satu Kajian Kes   | 610         |
| 89. | Meningkatkan Penguasaan Penulisan Karangan Naratif Murid Tahun 6 Menggunakan Kit Ikan Karang  | 619         |
| 90. | Pengaruh Dialek Kedah Terhadap Fonetik Dan Leksikal Kata Soal Pelajar Pispmp: Satu Kajian Kes   | 633         |
| 91. | Tahap Pengetahuan Guru Pelatih Mempengaruhi Kekekapan Pelaksanaan Kemahiran Berfikir Aras Tinggi (Kbat) Dalam Pengajaran Dan Pembelajaran Subjek Bahasa Melayu                                | 643         |



## BEJALAI: A YOUTUBE JOURNEY

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### ABSTRACT:

Bejalai is a YouTube based content creation channel that guides students to travel to their universities. It is created to guide students that have never experienced travelling by public transportations especially those from the Island of Borneo. With the creation of Bejalai, the students could travel to their universities without worrying that they might experience trouble travelling. Bejalai aims to help students to travel to their respective universities from Terminal Bersepadu Selatan, starting from the guide to travel to UiTM Segamat. Due to the length of the videos and the ability to reach out to students easier, the researcher has picked YouTube as the main platform to execute the experience. Through this YouTube journey, it is hoped that it could accumulate intriguing experiences for those who are in need the service. Hence, bejalai has played an important role in preparing the students of what to expect when they travel to unfamiliar places.

**Keywords:** Bejalai; YouTube; Students; Travelling

### 1. INTRODUCTION

Travelling to their respective universities are common for both private and public university students. Some are located near their campus and could travel to their campuses easily. Other students, however, must travel far away from home to receive their tertiary level education. Travelling to a place far away from home to study would give those students the experience of travelling and living alone independently, albeit difficult for first timers. This relates to the title of this study; Bejalai. In Iban, the meaning of Bejalai is “walking” or “going on a journey”. Not only that, Bejalai is a culture where a person leaves their community to travel and go on a journey in which they will be looked up to when they return with knowledge and wealth. In addition, the purpose of Bejalai is to gain personal growth, acquire knowledge and experience, and to establish personal identity, values, and beliefs. The journey itself involves visiting different places outside the Bidayuh community, experiencing different cultures, and learning new skills as well as environment.

Some students may be able to read the guides and make their way to the location they intend to be at with no problem. The rest, however, might experience trouble understanding the public transportation map due to the complexity of the maps, especially the Train Line Map of Klang Valley. Not only that, but also the information provide by videos on the internet as well as the information online are mostly outdated and inaccurate due to the changes post COVID-19. For this reason, Bejalai was founded to assist those in need of guides and advice. By posting videos regarding travelling to UiTM Segamat, those students could refer to the videos without having the stress of asking everyone for directions and advice. Plus, the students can ask questions online before starting their journey to UiTM Segamat.



### **1.1. Project Objective/ Purpose**

Travelling to a whole new place is difficult for everyone, let alone travelling alone as a student to a different state. It is important to plan before going on a trip to avoid unnecessary problems. Bejalai helps by creating videos that would enlighten students to plan their trip to UiTM Segamat. Besides that, Bejalai gives insights about the town of Segamat to help students to expect and to be informed earlier regarding the availability and the frequency of the transportation services in Segamat.

- a. To help and guide students to travel to UiTM Segamat and more universities in the future.
- b. To give advice and suggestions for students to plan their travel to their respective universities.
- c. To enlighten students about possible things that could disrupt the plan before travelling to their universities.

### **1.2. Entrepreneurial Opportunities**

The creation of Bejalai was aimed to not be profit driven and it is out of passion and experience of not wanting to have a bad experience while travelling. According to (Jordan et al., 2022) students are identified as a group at high risk of travel-related morbidity due to their tendency for risk-taking, which frequently peaks during youth and early adulthood, and their frequent travel to riskier locations and longer stays than other travellers.

This project has three possible entrepreneurial opportunities. Getting offers from travel agencies to collaborate and advertise their service, networking, and gaining profit from YouTube in the long run. This project is a great project to gain entrepreneurial opportunities because it would attract travel agencies to offer their services to students, thus giving us profit once the researchers get an offer for future revenues or collaborations. By making more videos regarding travelling to more universities other than UiTM Segamat alone, this project would be a way for travel agencies or transportation businesses to offer a collaboration or paid advertisement.

Other than that, networking is a crucial part of a business. Viewers can support and expand Bejalai channel by sharing this channel to their families and friends who are or soon to be studying at the universities that the researchers have made videos of. Getting recommendations of making videos to travel to other universities would also help us to gain more viewers and people that would like to reach out to us to get advice and guidance before travelling.

Finally, considering that Bejalai is on YouTube, a platform that is widely used all around the world, Bejalai could also evolve into a content creation channel that reviews places and services. The bigger the channel gets, the more it would get from monetisation as well as profit from paid reviews. The aim is to get viewers that would increase the revenue and increase the chances of the YouTube algorithm to be on our side.

## **2. METHODOLOGY**

The creation of Bejalai took a long time and a large sum of money for the research to be executed before creating the videos of transportations to Segamat. For example, a one-way ticket from TBS (Terminal Bersepadu Selatan Kuala Lumpur) to Stesen Bas Segamat takes around RM20 to RM25. On the other hand, the train ride from Bandar Tasik Selatan to Gemas, and Gemas To Segamat takes in total of RM40 for a one-way journey. The recorded journey was



merely travelling from Segamat to Kuala Lumpur and vice-versa. Next, the researcher explained each method of transportation and edited the videos which was created. As a matter of fact, the attention span of viewers of certain videos is short and they mostly want to go straight to the point. Therefore, the researcher made multiple videos that were straight forward and simple. This project is beneficial for the future students as rest assured that they can plan their trip according to their interest and budget.

## **2.1. Target Audience**

The first process is to decide on the target audience. As for the first video, the target audience is the students of UiTM Segamat due to the fact that the video is intended for UiTM Segamat students. However, the target audience could expand from students of UiTM Segamat to the people who want to travel to Segamat in general. This is because the first part of the video is a guide on how to travel to Segamat from Kuala Lumpur.

## **2.2. Video Preparation**

The preparation of the videos was a long process. Recording the journey to Segamat and Kuala Lumpur to create a guide video is a crucial process to help viewers understand the guide that is mentioned in the video. By providing both videos and pictures in the video, it would be nice for viewers that need visual guides who are also known as visual learners.

## **2.3. Networking**

Networking and promotion is one of the main processes to expand one's business and service. The link of Bejalai YouTube channel was shared to my friends and coursemates who are studying in UiTM Segamat so that during the early phase of the release of the video, genuine questions about travelling to UiTM Segamat can be replied and answered instead.

## **3. RESULTS AND DISCUSSION**

The results and discussions are collected and put into this section that explains all preparations throughout weeks of working on the project.

### **3.1. Video**

After weeks of progress, the final product was completed and was posted on the Bejalai YouTube channel. The video is 10 minutes long with 2 separate parts; the guide video and an extra part that is specifically made to explain further about the method of transportation. The video took longer than 3 weeks to produce as it required different elements such as the recording, editing and reviewing before posting the final product on YouTube.

### **3.2 Survey Results**

A survey was made in Google Forms to ask a group of university students regardless of their place of origin, regarding their method of transportation to their universities, difficulty of travelling to their universities for the first time by public transportation, and their interest in watching a guide video before travelling to a new place. Based on the result in figure 3, 60% of the respondents travel to their respective universities by public transportation. This shows that more than half of the respondents use their own method of transportation to their universities to

avoid all the hassle involved in travelling by public transportation. Next, based on the result in figure 4, 75% of the respondents admitted that their first time travelling to their respective universities by public transportation was difficult. One of the reasons that made travelling by public transportation difficult is that not everyone has experienced travelling by public transportations, especially students from outside of the main cities in Malaysia. Not to mention the lack of guide videos to explain the elaborate procedures before getting a cross-state transportation to any state. Lastly, based on figure 5, almost all respondents would watch a guide video before travelling to any place. Hence, Bejalai would be beneficial not only for students, but for tourists as well.

### 3.3 Data Analysis

Question 1: Do you travel to your university by private transportation? (Own car, family, friends etc.)

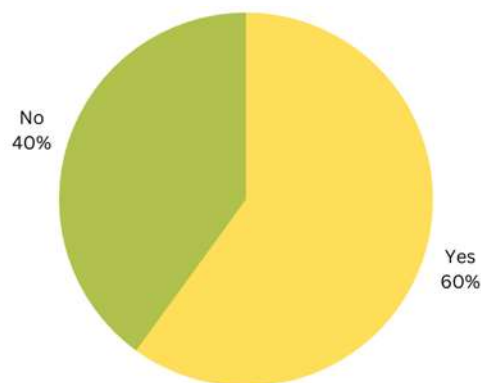


Figure 2: Students that travel to their universities by private transportations

Question 2: For students who travel by public transportation, was it difficult travelling to UiTM Segamat for the first time? (Results are from students who travel by public transportation.)

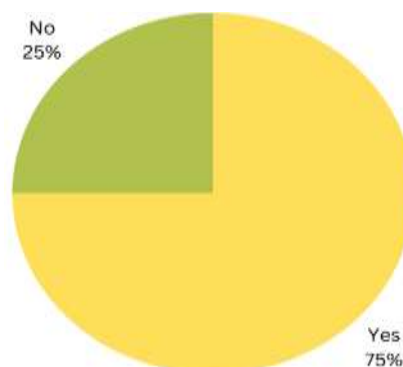


Figure 3: The difficulty of travelling by public transportation

Question 3: If you were to travel alone, would you watch an updated version of a guide to travel to any location?

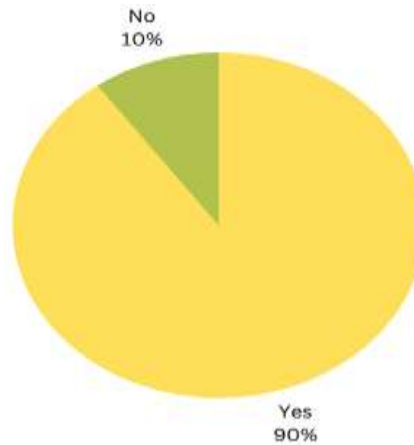


Figure 4: Opinions on watching a video on travelling before starting a journey

#### 4. CONCLUSION

As a conclusion, Bejalai is a channel that would help students immensely when it comes to enlightening students about public transportations to their universities. Other than enlightening students, Bejalai content creation channel also helps students to know more about the location of their university before travelling to the university. Early preparation is an important aspect that many should consider before travelling. Hence, making contents like this would help students prepare earlier. Plus, students would know what to expect and do just in case they stumble upon unexpected problems during their journey.

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