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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 Kesiediaan, 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



STEP BY STEP: A MOTIVATIONAL INSTAGRAM ACCOUNT

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ABSTRACT:

Motivational content is more than simply helping people feel better about themselves; it is also about demonstrating how your brand, message, and goods/services can make them feel better about themselves. Quotes are brief, quick statements that can provide inspiration or stimulate meditation. In this project, the main focus is on the development of a Motivational Instagram account. The selection of motivational quotes to be part of social media is no stranger but must be strengthened in this day of age. Besides encouraging and motivating people, I hope that Step By Step will sustain the test of time as quotes will remain even in the future.

Keywords: Motivational, Quotes,

1. INTRODUCTION

1.1 Background of the Project

Step By Step is a Motivational Instagram Account created with the subject of New Media Publishing under the LG120 course and Content Creation. The platform used to complete my project is Instagram. According to Holak & McLaughlin (2017), Instagram is a picture and video-sharing software accessible for free on iPhone and Android. People can use the service to post photographs and videos to share with their followers or a small group of friends. They may also browse, comment on, and like Instagram posts published by their followers. Anyone above the age of 13 can register for an account by providing an email address and picking a username. This motivational account was made to inspire those who need guidance, encouragement, and peace of mind in their lives. This initiative was inspired by a motivational account on Instagram called “blazeful” which focuses on a good atmosphere or “good vibes” which is a slang term describing the good feelings given by a person, location, or situation. In addition, the content creation portion of this project was also inspired by the app Pinterest. Pinterest is a visual search engine for ideas such as recipes, home and fashion inspiration, and so on (Hodgdon, 2021). With the project Step By Step, Pinterest has become a key source of both inspiration and creativity throughout the project.

1.1 Project Purpose & Objectives

The purpose of this project is to build a social media platform for people to go seek words of motivation. Next, is to create my posts consistently and publish them according to the Gantt chart schedule. Finally, to publish a total of at least 40-50 motivational quotes of my own by the end of the project.



1.2 Entrepreneurial Opportunities

The entrepreneurial opportunity that is possible for this project is to build my brand. Step By Step is already looking like a brand name and soon with more time and effort research put into it, there is a possibility for it. Furthermore, there is also potential for future merchandise. Step By Step quotes that are posted and shared can be turned into merchandise based on the Instagram shop section. For example, consumers can turn one of their favourite Step By Step quotes into a coffee mug to drink, a t-shirt to wear and many more as the possibilities for merchandise are endless. Last but not least, is the potential for ad revenue. With Instagram being a social platform, nowadays posts, reels even videos of any product can garner ad revenue for that extra cash that will benefit the account itself.

2. METHODOLOGY

2.1 Market Survey

The first methodology that is employed to complete this project is a market survey in which a Google Form was created. The Google Form includes questions that are related to motivational quotes and is distributed to social media platforms such as Whatsapp Status and Instagram Story. This method of distribution makes it easier to acquire data from the target audiences from ages 12 through 25 because of the usage of these social media platforms majority of usage age range.

2.2 Preparation for Quotes

The second methodology is to prepare the motivational quotes beforehand posting. The motivational quotes are prepared roughly a week ahead of posting for the whole week. Based on the scheduling of the posting of the motivational quotes via Instagram, I have decided to post 2 posts a day for 5 days a week to achieve the 40-50 motivational quotes mark by the end of the project. In addition, it is beneficial to prepare the motivational quotes beforehand as it could help me get on track with the Gantt Chart.

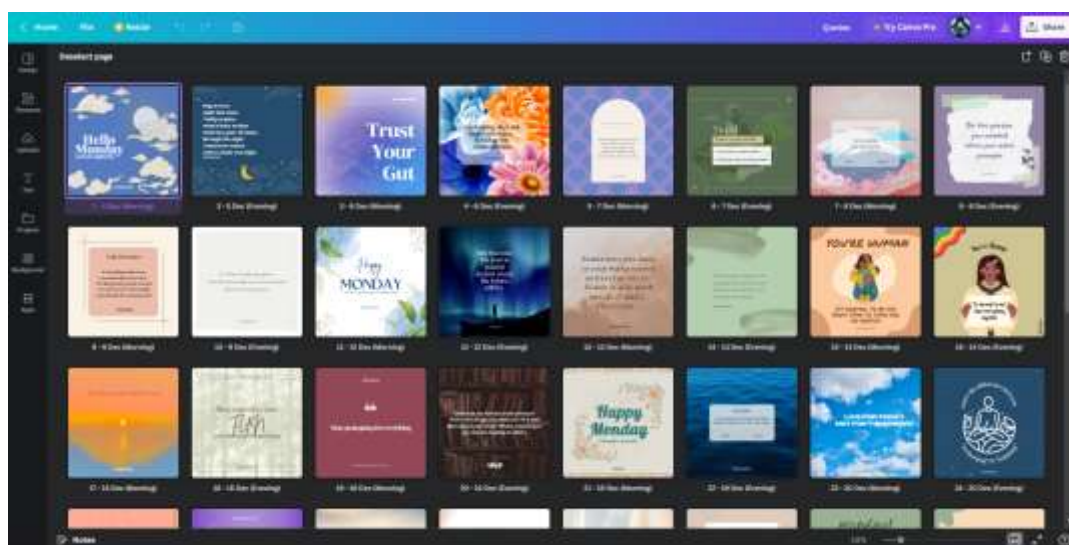


Figure 1. Preparation for Quotes



2.3 Gantt Chart

The third methodology is to build a Gantt Chart. The purpose of this Gantt Chart for this project is to manage tools assisting in the planning and scheduling projects of all sizes. However, they are beneficial for simplifying complex projects. Using the Gantt chart, the completion of the project will be on time according to the schedule.

PROGRESS	W5	W6	W7	W8	W9	W10	W11	W12
Develop Gantt Chart	●							
Identifying Materials		●						
Portfolio Preparation			●	●	●	●		
Progress Report Submission (Supervisor)							●	
Poster Presentation Preparation								●

Table 1. Gantt Chart

3. RESULTS AND DISCUSSION

In terms of results that have been gathered from the questionnaire. The outcome is depicted in the figures below.

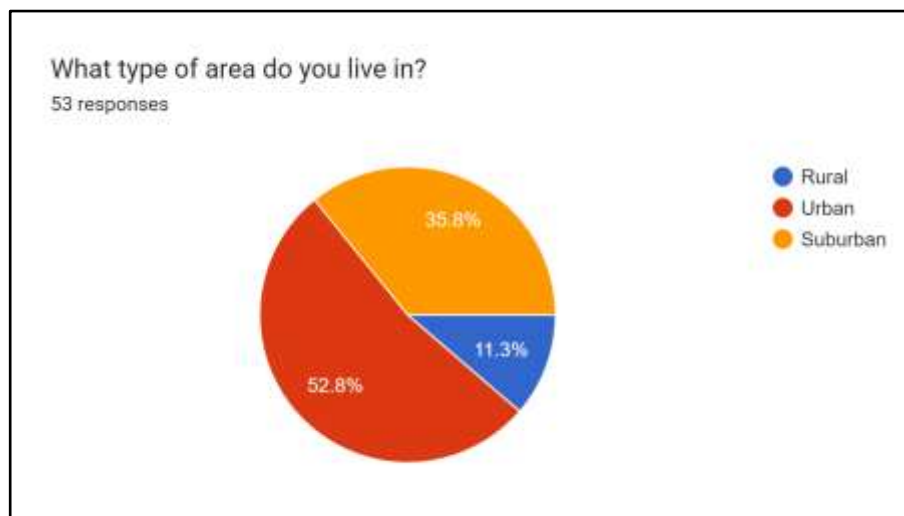


Figure 2. Respondents what type of area do you live in

Figure 2 shows that 52.8% of the respondents are from urban areas while 35.8% are from suburban areas and 11.3% are from rural areas. This question was given to respondents to

identify the type of area a person lives in and how motivational quotes can impact them more often. In this case, we can clearly identify that people who live in urban areas are more prone to look for motivational quotes than those who live in suburban and rural areas.

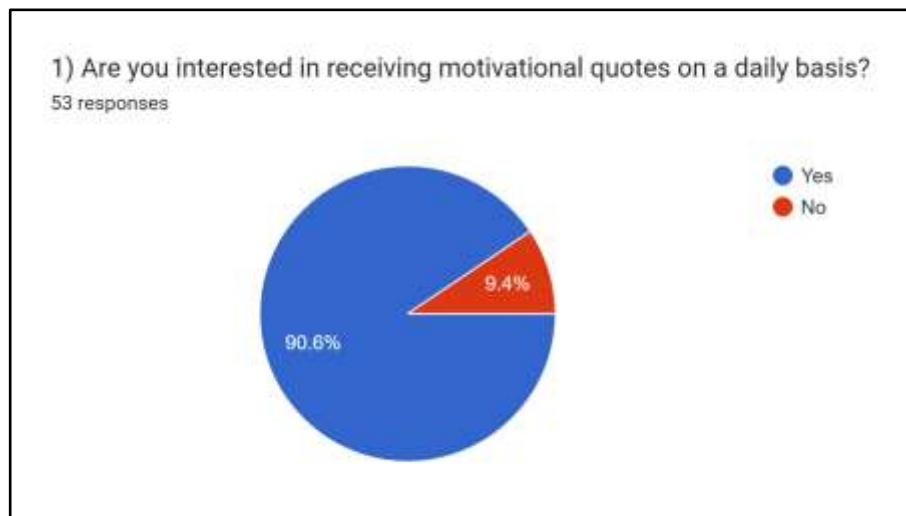


Figure 3. Respondents on interest towards daily motivational quotes

Aligned with the project, the respondents were asked whether are interested in receiving motivational quotes on a daily basis. Figure 3 shows that 90.6% of the respondents are interested in receiving motivational quotes on a daily basis while 9.4% are not interested. As the majority of respondents are captivated by receiving motivational quotes on a daily basis, this is a good indicator for the project Step By Step to move forward.

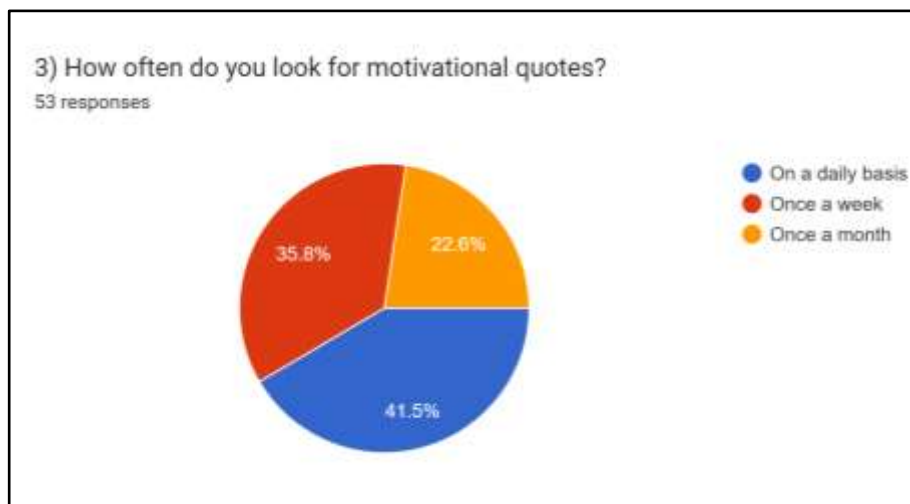


Figure 4. Respondents' frequency of looking for motivational quotes

Figure 4 shows respondents' frequency of looking for motivational quotes, 41.5% responded that the majority look for motivational quotes on a daily basis however 35.8% look for motivational quotes once a week while 22.6% look for motivational quotes once a month. This can be seen that the respondents were average in responding and not far from each other. In addition, it can be seen that even though that motivational quotes are very well known, people will still look for motivational quotes on a daily basis. According to Borges (2016), reading is the best way to keep your brain active since it provides the continual stimulation that our brains require. Daily Motivational Quotes are a quick method to read and stimulate the mind which is why a majority of people seek them out for.

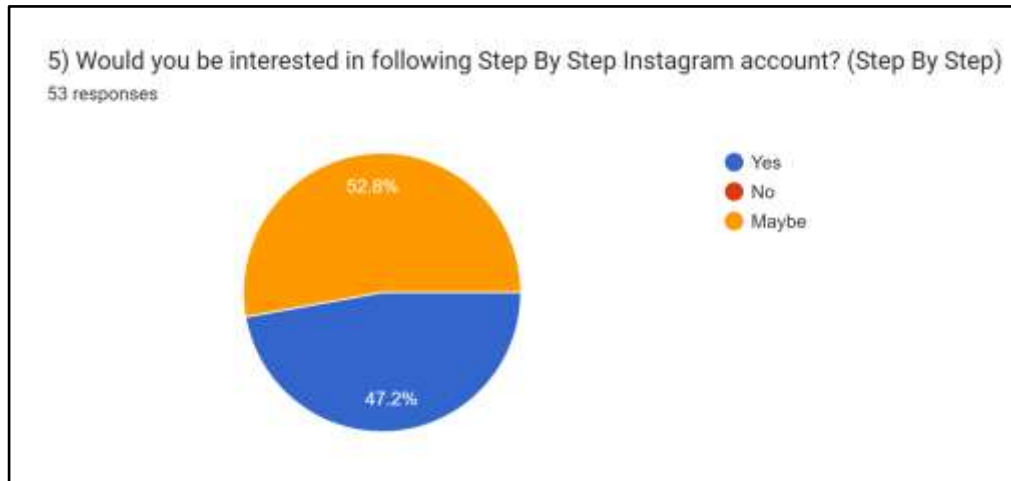


Figure 5. Respondent's interest in following the Step By Step Instagram account

The result in figure 5 shows that the majority of people might be interested in following the Step By Step Instagram account. It also has proven that all respondents have answered positively which is a good response in continuing the project.

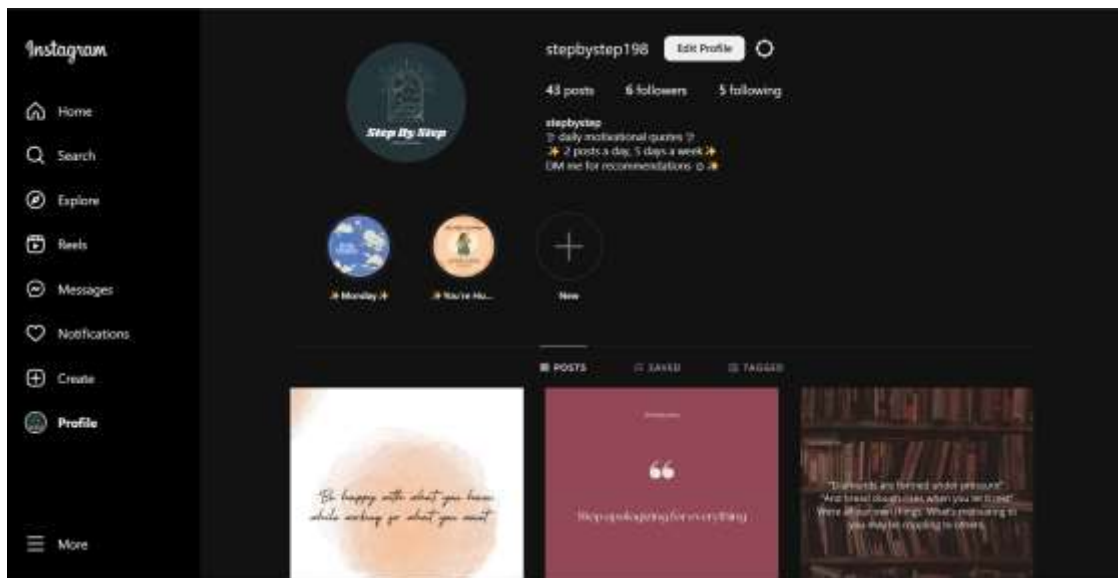


Figure 6. Step By Step Instagram Account Page

4. CONCLUSION

To summarise, Step By Step is an Instagram account that provides various types of motivational quotes. It also creates a space no matter how young or old you are, your successes and struggles, where you are from, or what you are facing right now, motivational quotes will spur you on, giving you the much-needed impetus to face whatever life throws at you (Smith, 2022). Furthermore, the purpose of this project is to help those in need of motivation. Motivational quotes have an influence on our brain, behaviour, and life because they make us feel in charge of our own achievements and that we have self-efficacy. Quotes give us the impression that we have the confidence to execute a task effectively, which is distinct from having the drive to succeed. (Quotes are priceless sources of wisdom and guidance when most needed. During times of trials, struggles and tribulations, they definitely motivate. Failure and

success are never final in life; we can always do better, improve or even turn situations around. Inspirational quotes are not only timeless but are often times in many situations.)

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