VOLUME 8

BULLETIN FACULTY OF BUSINESS AND MANAGEMENT

UiTM di hatiku

# FBM Insights

eISSN 2716-599X
772716599000
e-ISSN 2716-599X

**FBM INSIGHTS**

**Faculty of Business and Management**

**Universiti Teknologi MARA Cawangan Kedah**

**e-ISSN 2716-599X**

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 20 October 2023

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

*The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.*

## RECTOR'S MESSAGE

I would like to extend my gratitude for your visit to FBM Insights Volume 8, a publication brought forth by the esteemed Faculty of Business and Management, UiTM Kedah Branch. This bulletin endeavours to present a concise and beneficial collection of important insights and research findings derived from the domain of social sciences.

FBM Insights aims to simplify complex social science concepts into easily digestible bullet points, making valuable knowledge more accessible to a wider audience. In this bulletin, each article provides a glimpse into the diverse and dynamic world of social sciences, including psychology, sociology, economics, finance, and other pertinent fields. Through concise and informative summaries, the intention is to promote a deeper understanding of human behaviour, societal trends and the multifarious factors that shape our world.

My heartfelt appreciation is proffered to the dedicated researchers and scholars whose works form the foundation of this bulletin, contributing significantly to the ever-changing landscape of knowledge in social sciences. In navigating the modern era's challenges and opportunities, the intrinsic value of social science research in guiding policy decisions and fostering social cohesion cannot be overstated.

I sincerely hope that this bulletin will spark readers' curiosity and inspire them to delve deeper into the myriad facets of human society and behaviour. Irrespective of whether you are a student, educator, or policymaker, I firmly believe that this publication will serve as an invaluable resource in your quest for knowledge.

Once again, thank you for embarking on this journey of discovery with us. Together, let us explore the captivating world of social sciences and its profound impact on our lives.

Thank you.

*Prof. Dr. Roshima Haji Said*

Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah

## FBM INSIGHTS EDITORIAL BOARD


Advisor
Dr. Yanti Aspha Ameira binti Mustapha, Universiti Teknologi MARA Cawangan Kedah

Chief Editor
Dr. Zuraidah binti Mohamed Isa, Universiti Teknologi MARA Cawangan Kedah
Dr. Norhidayah binti Ali, Universiti Teknologi MARA Cawangan Kedah

Managing Editor
Dr. Azyyati binti Anuar, Universiti Teknologi MARA Cawangan Kedah
Puan Nurul Hayani binti Abd Rahman, Universiti Teknologi MARA Cawangan Kedah

Editors
Dr. Dahlia binti Ibrahim, Universiti Teknologi MARA Cawangan Kedah
Dr. Nur Zainie binti Abd Hamid, Universiti Teknologi MARA Cawangan Kedah
Dr. Roziyana binti Jafri, Universiti Teknologi MARA Cawangan Kedah
Puan Rosliza binti Md. Zani, Universiti Teknologi MARA Cawangan Kedah
Puan Najah binti Mokhtar, Universiti Teknologi MARA Cawangan Kedah
Puan Yong Azrina binti Ali Akbar, Universiti Teknologi MARA Cawangan Kedah
Puan Hanani binti Hussin, Universiti Teknologi MARA Cawangan Kedah
Puan Shakirah binti Mohd Saad, Universiti Teknologi MARA Cawangan Kedah
Encik Mohd Radzi bin Mohd Khir, Universiti Teknologi MARA Cawangan Kedah
Puan Wan Shahrul Aziah binti Wan Mahamad, Universiti Teknologi MARA Cawangan Kedah
Puan Syukriah binti Ali, Universiti Teknologi MARA Cawangan Kedah
Dr Rabitah binti Harun, Universiti Teknologi MARA Cawangan Kedah

Manuscript Editor
Cik Nurul Izzati binti Idrus, Universiti Teknologi MARA Cawangan Kedah
Cik Nurfaznim binti Shuib, Universiti Teknologi MARA Cawangan Kedah

Secretary
Puan Intan Nazrenee binti Ahmad, Universiti Teknologi MARA Cawangan Kedah
Puan Syahrul Nadwani binti Abdul Rahman, Universiti Teknologi MARA Cawangan Kedah

Technical Board
Dr. Afida binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Graphic Designer
Dr. Shafilla binti Subri, Universiti Teknologi MARA Cawangan Kedah

14 **FACTORS INFLUENCING MALAYSIAN MUSLIM TRAVELERS' DESTINATION CHOICE IN HALAL TOURISM** 34
*Fatihah Norazami Abdullah, Noriza Mohd Saad & Nor Edi Azhar Mohamed*

15 **SUSTAINABLE DEVELOPMENT GOALS (SDGs): WHAT CAN UNIVERSITIES DO ON CAMPUS?** 37
*Muhammad Zarunnaim Haji Wahab & Mohamad Hanif Abu Hassan*

16 **SEAMLESS LEARNING: UNLEASHING CLOUD COMPUTING'S POTENTIAL IN EDUCATION** 41
*Abd Rasyid Ramli, Burhanuddin Haji Wahab & Ahmad Fauzi Yahaya*

17 **THE CONCEPT OF SUSTAINABILITY FROM AN ISLAMIC PERSPECTIVE** 43
*Mohd Radzi Mohd Khir & Hadzli Ishak*

18 **LEAN MANAGEMENT DRIVING SUSTAINABILITY IN MALAYSIAN EDUCATION** 48
*Azyyati Anuar & Daing Maruak Sadek*

19 **EVALUATION OF ARTIFICIAL INTELLIGENCE'S IMPACT ON CUSTOMER SERVICE** 52
*Shakirah Mohd Saad*

20 **PARENTAL STRESS AND CHILDREN'S GAME ADDICTION: A BRIEF OVERVIEW** 55
*Yong Azrina Ali Akbar, Wan Shahrul Aziah Wan Mahamad & Ramli Saad*

21 **THE LIVING WAGE: UNDERSTANDING THE IMPORTANCE AND IMPACT** 58
*Nor Azira Ismail, Jamilah Laidin & Shahiszan Ismail*

22 **IMPACT OF SOCIAL MEDIA ON UNIVERSITY STUDENTS** 61
*Nurul Izzati Idrus & Nurfaznim Shuib*

23 **THE SIGNIFICANCE OF NOTE-TAKING SKILLS FOR OFFICE MANAGEMENT PROFESSIONALS** 63
*Nurfaznim Shuib & Nurul Izzati Idrus*

24 **THE READINESS OF RETAILERS IN MALAYSIA TO ACCEPT MOBILE PAYMENTS AS A PAYMENT ALTERNATIVE** 66
*Nur Syazana Mohd Nasir & Azlyantiny Mohammad*

# IMPACT OF SOCIAL MEDIA ON UNIVERSITY STUDENTS

Nurul Izzati Idrus
Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
n.izzati7328@uitm.edu.my

Nurfaznim Shuib
Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
nurfaznim@uitm.edu.my

## INTRODUCTION

In today's world, social media is becoming the most crucial communication method that is used through online networks. It is a broad category of web-based applications and services that are intended to foster the growth of local communities via communication and knowledge exchange (Arnold & Paulus, 2010; Junco et al., 2011). It refers to methods of communication where individuals produce, share, and/or exchange knowledge and concepts in their networks. Almost every industry, including education, is now impacted by social media. Since it is now approved by higher education institutions, it has become a platform for students to interact with their lecturers, fellow students, and other higher authorities. Some studies and research were conducted to investigate the impact of social media usage on Malaysian students.

## POSITIVE VS NEGATIVE IMPACT

The use of social media is important for university students because they have easy access to a platform on social media where they can study and learn things. By using it, students can enhance their learning experience from various platforms. The benefit of social media apps is that they encourage cooperation among students. Since they provide instructors and students with a place where they can share ideas, social media may be utilized as an effective educational tool that can enhance the learning process (Purwanto, et al., 2023). The usage has a positive impact on the health of the students such as boosting their confidence (Tobi et al., 2013). Furthermore, using Facebook can also help increase happiness and reduce depression if the envy feeling that developed can be controlled (Tandoc et al., 2015).

On the other hand, social media could have an addictive impact that could result in bad health, a lack of focus in class, poor time management, and ultimately poor academic achievement (Nurudeen et al., 2023). University and college students frequently become addicted to social media, which is harmful to their mental health (Berryman et al, 2018; Cain, 2018, Kircaburun et al., 2020). People who fully utilize the usage of social networks may get depressed (Błachnio et al., 2015). Too much excitement from social media might prevent students from completing their assignments and it may be challenging for students to balance their online activities with their academic preparation (Hurt et al., 2012; Patera et al., 2008).

## CONCLUSION

Thus, even though social media is becoming the most crucial communication method that is used, however, it is important to investigate the impact of its usage on university students in Malaysia. By enabling individuals to achieve academic success and continue their studies at home, social networking has undoubtedly tremendously benefited students' lives. Several ways using social media for education might help students in their learning. On the other side, social media also has a negative impact on the students which can be harmful to the mental health of the students if they are not handled with precautions. It depends on the students to deal with social media because both have positive and negative impacts.

## REFERENCES


Arnold, N., & Paulus, T. (2010). Using a social networking site for experiential learning: Appropriating, lurking, modeling and community building. *Internet and Higher Education*, *13*, 188-196. https://doi.org/10.1016/j.iheduc.2010.04.002

Błachnio, a., Przepiorka, a., & Pantic, I. (2015). Internet use, Facebook intrusion, and depression: Results of a cross-sectional study. *European Psychiatry*, 2e5. http:// dx.doi.org/10.1016/j.eurpsy.2015.04.002

Berryman, C., Ferguson, C. J., & Negy, C. (2018). Social media use and mental health among young adults. *Psychiatric Quarterly*, *89*, 307-314.

Cain, J. (2018). It's time to confront student mental health issues associated with smartphones and social media. *American journal of pharmaceutical education*, *82*(7).

Hurt, N. E., Moss, G. S., Bradley, C. L., Larson, L. R., Lovelace, M. D., Prevost, L. B., … Camus, M. S. (2012). The 'Facebook' effect: College students' perceptions of online discussions in the age of social networking. *International Journal for the Scholarship of Teaching and Learning*, *6*(2), 1-24. http://academics.georgiasouthern.edu/ijsotl/v6n2.html.

Junco, R., Helbergert, G., & Loken, E. (2011). The effect of Twitter on college student engagement and grades. *Journal of Computer Assisted Learning*, *27*, 119-132. https://doi.org/10.1111/j.1365-2729.2010.00387

Kircaburun, K., Alhabash, S., Tosuntaş, Ş. B., & Griffiths, M. D. (2020). Uses and gratifications of problematic social media use among university students: A simultaneous examination of the Big Five of personality traits, social media platforms, and social media use motives. *International Journal of Mental Health and Addiction*, *18*, 525-547.

Nurudeen, M., Abdul-Samad, S., Owusu-Oware, E., Koi-Akrofi, G. Y., & Tanye, H. A. (2023). Measuring the effect of social media on student academic performance using a social media influence factor model. *Education and Information Technologies*, *28*(1), 1165-1188.

Patera, M., Draper, S., & Naef, M. (2008). Exploring Magic Cottage: A virtual reality environment for stimulating children's imaginative writing. *Interactive Learning Environments*, *16*, 245-263. https://doi.org/10.1080/10494820802114093

Purwanto, A., Fahmi, K., & Cahyono, Y. (2023). The benefits of using social media in the learning process of students in the digital literacy era and the education 4.0 era. *Journal of Information Systems and Management (JISMA)*, *2*(2), 1-7.

Tandoc, E. C., Ferrucci, P., & Duffy, M. (2015). Facebook use, envy, and depression among college students: Is Facebooking depressing? Computers in Human Behavior, 43, 139e146. http://dx.doi.org/10.1016/j.chb.2014.10.053.

Tobi, S., Ma'on, S., & Ghazali, N. (2013). The use of online social networking and quality of life. International Conference on Technology, Informatics, Management, Engineering, and Environment (TIME-E) 2013, 131-135.