



Cawangan Negeri Sembilan  
Kampus Seremban

# FACULTY OF SPORTS SCIENCE AND RECREATION

*"Where sports and knowledge come together"*



## FSR@S3 e-BULLETIN

1<sup>ST</sup> EDITION

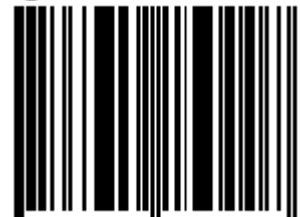
YEAR 2023

In conjunction with student association



Faculty of Sports Science and Recreation

eISSN 3009-1500



9 773009 150007

9 NOVEMBER 2023

---

**FSR@S3 e-Bulletin**

1<sup>st</sup> Edition Year 2023

Published by:

Fakulti Sains Sukan dan Rekreasi

Universiti Teknologi MARA

UiTM Cawangan Negeri Sembilan, Kampus Seremban

Persiaran Seremban Tiga/1, Seremban 3

70300 Seremban, Negeri Sembilan

MALAYSIA

Phone : 066342000

Fax : 066335813

Email : aizat336@uitm.edu.my

**FSR@S3 e-Bulletin Disclaimer:**

The information provided in **FSR@S3 e-Bulletin** is for general knowledge and educational purposes only. All information in this e-bulletin is provided in good faith, however we make no representation or warranty of any kind, express or implied, regarding the accuracy, adequacy, validity, reliability, or completeness of any information in the e-bulletin. Under no circumstance shall we including the university, faculty, producer, publisher, and the editorial board have any liability to you for e-bulletin or reliance on any information provided in this e-bulletin. Your use of the e-bulletin and your reliance of any information in this e-bulletin is solely at your own risk.

All rights reserved. No part of this e-bulletin may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher.

eISSN 3009-1500

National Library of Malaysia

**FSR@S3 e-Bulletin** is published on an annual publication / once a year.

Copyright 2023 **FSR@S3 e-Bulletin**

---

# From the *Editor,*



**Alhamdulillah**, praise be to Allah SWT for His blessing to make the publication of the first **FSR@S3 e-Bulletin** become possible. Thank you to all contributors too. Topic chosen is **“no money, no talk.”** This statement sounds cliché but that is what is constantly being voiced

out recently by almost all university students especially for their internship in their final year of studies. They urged their respective organization to pay them an allowance because although they are interns, they still need to perform certain tasks and responsibilities throughout their internship. They refused to be labelled as “free labour”. Moreover, living in these uncertain economic times, money is almost everything. People are no longer after the luxury items/lifestyles – instead, they are more for survival.

However, solving this issue requires attention from various agencies including the Ministry of Higher Education, Ministry of Youth and Sports, the Malaysian Employers Federation (MEF) as well as the universities. The final decision made should be a win-win

situation for the students as well as the organization. Giving an internship allowance should be subjected to the organization’s rights, based on its performance. Mandatory allowance to student interns will discourage employers or organizations to provide the student with intern placement.

Therefore, a balance between student maturity as well as reverting to the real objectives and purpose of sending students for internship can contribute towards solving this problem. Wish us all the very best! 😊

---

### **Patron**

Prof Dr Yamin Yasin  
*Rector UiTM Cawangan Negeri Sembilan*

### **Advisors**

Dr Mohd Shariman Shafie  
*Assistant Rector of UiTM Seremban*

Wahidah Tumijan  
*Head of School of Studies*

### **Editor-in-Chief**

Dr Radzliyana Radzuwan

### **Editorial Committee**

Azman Ahmad Tajri  
Mardiana Mazaulan  
Muhamad Noor Muhamed  
Razif Sazali  
Afni Anida Adnan  
*(proofread - APB UiTM Seremban)*

---

# Table of Contents

FSR Motor Control and Learning Lab: Tracing the Microscopic Movements .....	6
The Importance of Technology in Sport and Emerging Trends .....	9
The Foriesta Sfera Sports 3.0 Organized by SR Falcon .....	11
Sports Tourism as Economic Development Boosters.....	12
Train To Dabong.....	14
Bleep Test vs VO <sub>2</sub> Max Test .....	17
Velit Outdoor Final Camp .....	19
Program CSR Ceria dan Cergas: Senyuman Bersama Rumah Kanak-Kanak Rembau .....	20
“Sayang Sayang Disayang” Program .....	22
Program Minda Ceria Sihat at SMK Mambau .....	23
World Kidney Day Fun Run 2023 .....	25
Buddy Walk, You’re Not Alone.....	27
UiTM Lions League .....	29
SR Titans Conquer Skytrex Sg Congkak!.....	30
The Pokatok Fest and Expo.....	32
Wellness X-16, UiTM Sarawak .....	34
Outdoor Recreation Camp: Fraternite .....	36
Who Dares Wins .....	37
SOOKA Super Series Volleyball Malaysia .....	38
YSD Track Series.....	40
Discovering Wellness with Special Population.....	42
The IPT Futsal League.....	42
Program Jalanan Pintar Korporat .....	46
Money Heist Fit Attack XVIII (SR Falcons) .....	48
Fit Attack XVII.....	50
Marketing Strategy of the Foriesta Sfera Sports 2.0 .....	52

---

Interfaculty Sports (SAF) .....	54
Marketing Strategy of UiTM Fitness Challenge .....	56
Back to Basics: A Tour to Forest Research Institute of Malaysia (FRIM) .....	58
Stay Alive and Kicking: De-Stress at Work for a Balanced Lifestyle.....	60
Welcome to the new UiTM Vice Chancellor .....	63

---

## FSR MOTOR CONTROL AND LEARNING LAB: TRACING THE MICROSCOPIC MOVEMENTS

Muhamad Noor Mohamed, Motor Control Lab  
Faculty of Sports Science & Recreation



*Picture 1: Motor Control and Learning Laboratory*

Human movement is a complex phenomenon that involves the interaction of various body systems, such as the skeletal, muscular, nervous, and cardiovascular systems. Depending on the type and purpose of the movement, different patterns of coordination, control, and adaptation can be observed. Researchers have developed various models and methods to describe and analyze human movement, ranging from theory-driven to data-driven approaches. Theory-driven models incorporate anatomical and physiological aspects of movement generation, while data-driven models focus on specific aspects or outcomes of movement performance. Both types of models have

advantages and limitations, depending on the research question and the available data [1]. Some examples of human movement types are flexion, extension, abduction, adduction, rotation, pronation, supination, circumduction, deviation, opposition, repositioning, inversion, and eversion. These terms describe the direction or orientation of a body part or segment relative to a reference axis or plane [2].

Researchers measure human movement using various techniques and instruments, depending on the analysis's type, purpose, and accuracy. Some of the common methods are electrical linkage methods, stereometric methods, biplanar roentgenographic methods, and accelerometric methods [3]. Electrical linkage methods use potentiometers or encoders attached to the joints or segments of interest to measure angular displacements or velocities. Stereometric methods use cameras or other optical devices to capture the position of markers or landmarks on the body and reconstruct the three-dimensional coordinates of the movement. Biplanar roentgenographic methods use X-ray images from two different views to measure internal skeletal motion and joint kinematics. Accelerometric methods use accelerometers or gyroscopes attached to the body segments to measure linear or angular accelerations [3]. Each method has its advantages and limitations in terms of accuracy, precision, reliability, validity, cost, complexity, and invasiveness. Researchers need to consider these factors when choosing the appropriate method for measuring human movement.

In FSR Seremban, we utilize the Stereometric MOCAP (Motion Capture) methods with the aid of eight (8) optical cameras from OptiTrack. The OptiTrack Prime x13 is a motion capture camera that

offers high-speed, precise tracking for medium-sized areas. It has a resolution of 1.3 megapixels and a native frame rate of 240 frames per second, which can capture movement speeds above 125 mph with an accuracy of +/- 0.20 mm and rotational errors less than 0.5 degrees. The camera features a custom-designed, low-distortion lens with a wide-band anti-reflective coating, which increases light transmission and improves 3D data quality. The camera also has a filter switcher technology that allows switching between infrared and visible spectrum imaging and onboard image processing that identifies markers and marker centers. The camera can be used with passive and active markers and can be mixed and matched with any other camera in the Prime and Prime X family to create the optimal configuration for any use case. The camera has a small footprint, a lightweight design, and an invisible 850nm IR illumination, making it ideal for applications that require a discreet tracking system. [4][5][6].



Picture 2: OptiTrack Prime X13 MOCAP Camera

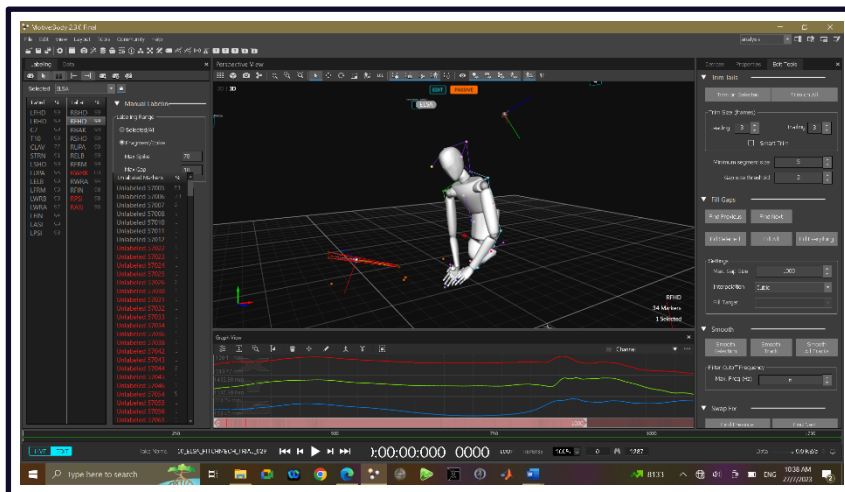
We recently conducted a post-graduate project that utilized this system involving Malaysian softball players as the participants. The aim of the project was to examine the batter's performance in hitting a softball that was thrown at different speeds ranging from 70 to 120 km/h under various scenarios. The scenarios included having a national pitcher or a pitching machine as the source of the softball, as well as having a static pitching pole as a control condition. The height of the pole was adjusted according to the height of the batter.



Picture 3: Data Quantification and Advance Analysis

Softball pitching is a complex skill that requires coordination, strength, speed, and accuracy. Pitching performance can be influenced by various factors, such as biomechanics, fatigue, injury, psychological state, and environmental conditions. One of the most important aspects of pitching performance is the velocity of the ball, which can determine the outcome of the game. According to a study [7], the average ball velocity for collegiate softball pitchers ranges from 24.1 to 30.5 m/s, depending on the type of pitch. The study also found that ball velocity was positively correlated with elbow extension velocity, shoulder internal rotation velocity and wrist flexion velocity. These findings suggest that pitchers should focus on improving these joint movements to enhance their pitching performance. In contrast to this, softball batting

performance is influenced by various factors, such as the type of pitch, the speed of the ball, the stance of the batter, and the swing mechanics. According to a study [8], the optimal bat weight for maximizing bat speed and batted ball velocity is about 12% of the batter's body mass. The study also found that increasing the moment of inertia of the bat by adding weight to the barrel end reduced bat speed and batted ball velocity. The authors suggest that softball players should select a bat that is comfortable for them and allows them to generate high bat speed and batted ball velocity. Later this year, a new project will be conducted towards Malaysian professional golfers to enlighten the kinematics, and golfing prowess towards difference lengths of golf clubs.



Picture 4: Kinematics properties of softball swing

## References

- [1] Vieten MM, Weich C (2020) The kinematics of cyclic human movement. *PLoS ONE* 15(3): e0225157. <https://doi.org/10.1371/journal.pone.0225157>
- [2] Rad A (2023) Types of movements in the human body. Kenhub. <https://www.kenhub.com/en/library/anatomy/types-of-movements-in-the-human-body>
- [3] Zatsiorsky VM (1976) Kinematic analysis of human movement. *Biomechanics* 11(1-2): 12-20. <https://doi.org/10.1007/BF02371451>
- [4] OptiTrack - Prime<sup>x</sup> 13 - In Depth. <https://optitrack.com/cameras/primex-13/>
- [5] OptiTrack - Slim<sup>x</sup> 13. <https://optitrack.com/cameras/slimx-13/>
- [6] OptiTrack - Support - Prime<sup>x</sup> 13. <https://www.optitrack.com/support/hardware/primex-13.html>
- [7] Werner, S. L., Guido, J. A., McNeice, R. P., Richardson, J. L., Delude, N. A., & Stewart, G. W. (2005). Biomechanics of youth windmill softball pitching. *The American journal of sports medicine*, 33(4), 552-560.
- [8] Szymanski, D. J., DeRenne, C., & Spaniol, F. J. (2011). Effects of Various Warm-Up Devices on Bat Velocity of Intercollegiate Softball Players. *Journal of Strength and Conditioning Research*, 25(2), 287–292. <https://doi.org/10.1519/JSC.0b013e3181bac35c>



---

## THE IMPORTANCE OF TECHNOLOGY IN SPORT AND EMERGING TRENDS

Yasmin Hani, Nurhazirah, Siti Aishah, & PM Dr Rozita Abdul Latif  
Faculty of Sports Science & Recreation

Technology in sport has become an essential component of modern athletics, revolutionizing training methods, performance analysis, and fan engagement. The integration of technology in sports has resulted in significant advancements that enhance various aspects of the sporting experience. This article explores the importance of technology in sport and highlights five current trending technologies that are shaping the industry.

Sports have always been an integral part of human culture, offering entertainment, competition, and physical prowess. The ancient civilizations such as the Greeks, Romans, and Egyptians had long engaged in various athletic activities and throughout history, sports have evolved tremendously. Technology in sports in the past was limited, and sports primarily relied on basic equipment and natural surroundings.

In the modern era, significant technological advancements have transformed the sporting landscape. The industrial revolution brought innovations such as standardized sports equipment, including rubberized balls and improved footwear. Communication technologies, such as the telegraph and later television broadcasting, played a pivotal role in popularizing sports and making them accessible to a wider audience. Furthermore, advancements in sports equipment technology, such as the use of high-performance materials and data-driven technologies, have revolutionized performance analysis and training methods.

The importance of technology in sport can be seen in several key areas. Firstly, technology plays a crucial role in performance monitoring and analysis. Wearable devices, such as fitness trackers and GPS-enabled sensors, allow real-time tracking of vital metrics such as heart rate, speed, and movement patterns. These data provide valuable insights into an athlete's performance and helps identify areas for improvement. Additionally, technology has enabled the capture and analysis of biomechanical data, allowing athletes and coaches to evaluate technique and make data-driven adjustments.

Secondly, technology contributes to injury prevention and rehabilitation. High-tech equipment, such as impact sensors and body-motion tracking systems, help in identifying potential risks and implementing preventive measures. Virtual reality-based therapy and robotics-assisted exercises have emerged as effective tools in the rehabilitation process, aiding in recovery and neuromuscular retraining.

Thirdly, technology enhances fan engagement and experiences. Live streaming platforms, social media, and sports applications allow fans to watch matches, stay updated with the latest news, and engage in discussions with fellow fans. Augmented reality and virtual reality technologies provide immersive and interactive experiences, bringing fans closer to the game and enhancing their connection with their favourite teams and athletes.

The article then highlights five current trending technologies in sports. Artificial Intelligence (AI) and machine learning algorithms are being utilized to analyze vast amounts of data, providing valuable insights for coaches and teams to make data-driven decisions. Virtual Reality (VR) and Augmented Reality (AR) technologies enhance the fan experience by offering immersive and interactive viewing experiences. Athlete tracking systems and wearable devices, equipped with sensors and GPS, provide

---

performance data for monitoring and improvement. E-Sports, or competitive video gaming, has gained immense popularity and is driven by advanced gaming equipment and online platforms for live streaming. Lastly, blockchain technology is transforming various aspects of the sports industry, including ticketing, merchandise authentication, and fan engagement.

In summary, technology has become an integral part of modern-day sports, enhancing performance, safety, and the overall sporting experience. The integration of technology in sports has led to advancements in performance monitoring and analysis, injury prevention and rehabilitation, fan engagement and experiences, and various trending technologies such as AI, VR/AR, athlete tracking systems, E-Sports, and blockchain. By embracing these technological advancements, sports can reach new heights of excitement, engagement, and inclusivity, while maintaining the fundamental elements of athleticism, skill, and human effort that define the essence of sports.

---

## THE FORIESTA SFERA SPORTS 3.0 ORGANIZED BY SR FALCON

Nur Athirah Binti Mat Hisa & Auni Zafirah Binti Mohamad  
Faculty of Sports Science & Recreation



Picture 1: Photo during the event

The Foriesta Sfera Sports 3.0 was organized by SR Falcon on the 19<sup>th</sup> of May 2023. This event runs every semester and is conducted by various batches from the Diploma and Bachelor's degree programs under the Faculty of Sports Science and Recreation. It is to fulfil their requirement as Semester 3 students. The activities provided fall into two categories, which are sports and entertainment. Amongst the sports conducted were futsal, netball and penalty kick while

the entertainment segment consisted of games such as *"tarik upih"*, *"bowling kelapa"*, *"tarik tali"*, *"lari dalam guni"* and *"belon terbang"*. All students and lecturers were involved in the game. A traditional theme was chosen for this semester, and each batch had to adhere to the given theme.

Advertising is the most important and visible approach used by every sports business or organization to promote its events, products, and other items. By advertising, one may simultaneously increase public awareness of the event or product and persuade people to attend. The organizer of the event used a range of media. For example, they made a banner for the occasion, used Instagram as their main media source, and distributed unique invitations to each faculty member who teaches a course. This event aims to establish friendships and maintain bonds between students and lecturers. It also helps the participants keep healthy, while practising high cooperation and discipline in the game. Students had fun while this event was held. SR Falcon provided hampers and medals to the winners for each game.



Picture 2: The organizing committee

## SPORTS TOURISM AS ECONOMIC DEVELOPMENT BOOSTERS

Dr Wan Normila Mohamad  
Faculty of Business & Management  
UiTM Seremban



Globally, sports tourism is indeed recognized as a growing segment within the tourism industry with substantial economic potential. Sports tourism refers to the travel and participation in sporting events, competitions, or activities with people traveling to different destinations to watch or participate in sports-related events, tournaments, matches and other activities. The World Tourism Organisation projects that international tourist arrivals could reach 80% to 95% of pre-pandemic levels in 2023 (versus 63% in 2022) despite lingering global headwinds (The Star, 2023). According to a report by UOB Global Economics and Markets Research, the expected stronger tourism activity further supports its economic growth forecast of 4% for Malaysia in 2023 (The Star, 2023). Based on the revised Malaysian Budget 2023, tabled by the Prime Minister, Datuk Seri Anwar Ibrahim, there is a substantial increase in the allocation for the Youth and Sports Ministry. In fact, the government has allocated RM399 million to the ministry, which marks a significant increase compared to the RM289 million allocation in 2022. Some reasons why sports tourism can have a significant economic potential to boost the country's economic development:

- 1. Revenue Generation:** Sports tourism generates substantial revenue for destination hosting sporting events which include ticket sales, accommodation, transportation, food and beverages, merchandise and other related expenditures. Major sporting events such as the Olympics, FIFA World Cup, Sea Games and Formula One races attract millions of visitors, resulting in a significant economic boost.
- 2. Infrastructure Development:** Hosting sports events often requires significant infrastructure development such as stadiums, arenas, sports facilities, accommodation, transportation networks and entertainment venues. This development contributes towards the economic growth, creates job opportunities and enhances the overall tourism appeal of a destination.
- 3. Destination Promotion:** Sporting events provide an excellent platform for destination promotion in promoting a city or country hosting a major sporting event, gaining global exposure through media coverage and attracts attention from potential tourists even after the conclusion of the events.



---

4. **Job Creation:** Sports tourism generates employment opportunities across various sectors from event management and hospitality services to transportation, retail and entertainment industry leading to the creation of job opportunity both temporary and permanent which can have a positive impact on the local economy and stimulate economic growth.

5. **Extending Tourism Seasons:** Sports events can help extend the tourism season by attracting visitors during traditionally slower periods.

6. **Community Engagement:** Sports events often involve local communities and encourage community engagement through local participants as spectators, volunteers or even competitors, fostering a sense of pride and unity.

In summary, sports tourism has significant economic potential due to its ability to generate revenue, stimulate infrastructure development, promote destinations, create employment opportunities, extend tourism seasons, and engage local communities. As a result, destinations worldwide are increasingly recognizing the value of sports tourism and investing in the development and promotion of sporting events to attract visitors and boost the economy of a country.



#### References

<https://www.thevibes.com/articles/sports/86073/budget-2023-2.0-sports-industry-receives-rm399million>

<https://www.thestar.com.my/business/business-news/2023/02/07/stronger-tourism-activity-poised-to-spur-economy>

---

## TRAIN TO DABONG

PM Ts Dr Nur Helme @ Nur Jannah Azman  
Faculty of Applied Science  
UiTM Kuala Pilah

Jika anda sukakan aktiviti lasak, suka beriadah bersama keluarga dan suka melancong, pastikan anda tidak melepaskan peluang bercuti di Dabong. Trip ke Dabong menggunakan perkhidmatan KTM sangat berbaloi dengan koc yang diperbaharui, canggih serta selesa untuk penumpang serta mesra OKU. Orang ramai tidak perlu lagi berebut-rebut dan boleh menempah tiket terlebih dahulu mengikut masa yang dikehendaki dan harga yang ditawarkan juga menjimatkan. Jangan terkejut kerana walaupun di era millenium, anda akan merasakan seakan-akan sampai di tahun 1950 an sebaik tiba di stesen Wakaf Bharu dengan pemandangan hijau dan kampung, serta jauh daripada hiruk pikuk bandar. Udara segar yang dihirup bersama pemandangan hutan di kiri kanan sangat menenangkan tatkala menaiki prebet sapu bersama anak-anak menuju ke rumah rehat diiringi oleh celoteh pemandunya yang menerangkan serba sedikit sejarah tempat itu.

Bagi pendaki-pendaki, Dabong yang terletak di daerah Kuala Krai bukanlah tempat asing kerana di situlah letaknya Gunung Stong dan menjadi tumpuan utama mereka untuk menikmati pemandangan indah gunung dengan kepulan awan karpet sambil menyusuri hutan, gua-gua, anak sungai serta air terjun. Panorama yang cantik dan unik yang dimiliki oleh Gua Keris menjanjikan pengalaman menarik yang pastinya akan dipahat rapi oleh penerokanya. Sekiranya anda suka berswafoto, masa yang dilalui tatkala berada di situ dirasakan terlalu pendek kerana pemandangan indah tatkala meneroka formasi stalagmit dan stalaktit serta batuan bersinar yang sukar untuk dilihat dan dicari di mana-mana yang meleakakan pemerhatinya.

Pengembaraan di Gua Ikan pastinya memuaskan hati peminat-peminat sejarah kerana di situ terdapat fosil hidupan laut berusia jutaan tahun yang mengagumkan. Eksplorasi dengan keadaan bumbung gua yang tinggi rendah sangat mencabar dan menarik walaupun memenatkan pengunjunnya. Tidak hairanlah tempat ini menjadi kawasan kegemaran pelancong negara Eropah. Setelah berpenat lelah, air terjun di Lata Kertas pastinya mengubat rasa letih dengan airnya yang jernih dan sejuk. Perkelahan bersama keluarga di sini sangatlah mengujakan dan aktiviti air yang sangat digemari adalah berkayak dan 'tubing' di Sungai Kenerung. Mengharung sungai bersama anak kecil dengan pelampung yang mengambil masa lebih dari satu jam pastinya mencabar dan memenatkan. Ubat terbaik adalah dengan menikmati menu yang terkenal di sini iaitu mee udang galah, mee celup serta teh tarik madu. Ramuan tersendiri dengan kesegaran udang pastinya menggamit selera ramai.

Bagi penggemar aktiviti ekstrim, anda boleh mencuba memandu ATV di kawasan hutan yang disediakan dengan laluan yang ditetapkan yang boleh dipilih seperti 'biasa' atau 'ekstrim'. Sekiranya tidak biasa, anda dinasihatkan untuk membonceng sahaja atau memilih laluan 'biasa' untuk mengelakkan kemalangan. Aktiviti 'tree climbing', 'zipline', dan 'flying fox' dengan bantuan jurulatih berpengalaman juga disediakan.

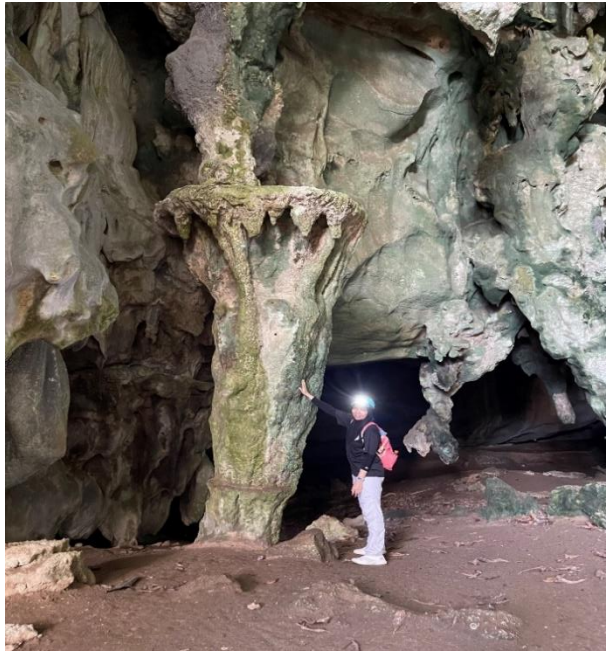
Segala aktiviti yang dinyatakan di sini adalah merupakan pengalaman sendiri penulis yang bertandang ke sini dan pastinya ianya tidak dapat dihabiskan dalam masa sehari atau dua. Rancang perjalanan dan aktiviti anda supaya ahli keluarga dapat beriadah secara santai dan gunakan masa yang sebaiknya dengan bantuan 'guider' yang diupah terlebih dahulu. Pastikan anda singgah ke mercu

---

tanda Gunung Stong sebelum pulang sebagai bukti kunjungan anda ke sini selain memahat kenangan indah dalam bentuk gambar dan memori.



*Gambar 1: Aktiviti riadah dan ekstrim yang disertai oleh penulis bersama ahli keluarga*



*Gambar 2: Memori di Gua Keris*



*Gambar 3: Kenangan di mercu tanda Gunung Stong*



## BLEEP TEST VS VO<sub>2</sub>MAX TEST

Sharifah Maimunah Syed Mud Puad, Nurshammeza Mohd Shamsul & Noor Eliana Diana Mohd Faizal  
Faculty of Sports Science & Recreation

Aerobic fitness tests are assessments used to measure an individual's cardiovascular endurance and overall aerobic capacity. Aerobic fitness is not only about your heart - it also involves three of the body's systems: cardiovascular, respiratory, and muscular. An individual's ability to efficiently transfer oxygen and utilize the transported oxygen are the key to good aerobic fitness (Khushoo et al., 2015).

Common aerobic fitness test:



This article will specifically focus on the *VO<sub>2</sub> max test* and the *Bleep test*, as these two aerobic assessments are widely recognized and utilized.

What is the similarity between the *VO<sub>2</sub> max test* and the *Bleep test*?

Both assessments provide information on aerobic fitness by measuring the *VO<sub>2</sub> max* level. So, the final outcome obtained from these two assessments are the *VO<sub>2</sub> max* value.

**VO<sub>2</sub> max**  
**The maximum capacity or rate of oxygen your body is able to use during intense maximal exercise (Scribbans et al., 2016).**

Difference between the *VO<sub>2</sub> max test* and the *Bleep test*.

	VO <sub>2</sub> max test	Bleep test
Objective	Directly measures the maximum amount of oxygen an individual can consume during maximal exercise.	Predicts the aerobic fitness level based on the running stage the individual can complete.
	Lab testing usually done using treadmill or stationary bike.	Field testing.
	Use specific incremental exercise protocols (Bruce, Naughton, Balke,	Running back and forth between two markers of 20m distance apart.

Methodology	Ellestad) that push the aerobic effort of the subject.	The time between beeps gradually shortens, requiring the subject to increase their speed until they can no longer maintain the pace.
Equipment	Specialized expensive equipment. Requires trained person to administer.	Minimal equipment. Marker and audio source.
Time	Time consuming. Minimal number of subjects at a time.	Easy and more practical to conduct with many subjects at a time.
Outcome	Precise measurement of VO <sub>2</sub> max. One of the accurate tests to measure aerobic fitness.	The test is less controlled and the VO <sub>2</sub> max outcome is less accurate.

**Conclusion:**

Both tests offer insights into an individual's aerobic fitness (VO<sub>2</sub> max) at different levels of information precision and accuracy.

**References**

Anderson, J. (2017). VO<sub>2</sub> Max, Aerobic Power & Maximal Oxygen Uptake – Sport Fitness Advisor. Retrieved on July 2, 2023 from <https://www.sport-fitness-advisor.com/vo2max.html>

Khushoo, T.N., Rafiq, N., & Qayoom, O. (2015). Assessment of cardiovascular fitness (VO<sub>2</sub> max) among medical students by Queens College step test. *International Journal of Biomedical and Advance Research*, 6, 418-421.

Scribbans T.D., Vecsey S., Hankinson P.B., Foster W.S. & Gurd B.J. (2016). The Effect of Training Intensity on VO<sub>2</sub>max in Young Healthy Adults: A Meta-Regression and Meta-Analysis. *Int J Exerc Sci*;9(2):230-247. PMID: 27182424; PMCID: PMC4836566.

---

## VELIT OUTDOOR FINAL CAMP

Muhammad Nur Amin Bin Salleh & Shahrir Fitri Bin Shahrulzaman  
Faculty of Sports Science & Recreation

The Outdoor Recreation Skills and Management course (SMG161), which is entirely focused on teaching and learning principles to produce high-caliber students, employs this program as a practical syllabus activity in the final evaluation. The framework of this program places an emphasis on techniques and skills for carrying out outdoor training or leisure activities, which is an educational concept extremely beneficial for human growth. The implementation of this program will give students the chance to expand their knowledge of outdoor recreational activities and make sure they have the necessary experience, abilities, and training. This is crucial because the students will eventually work in this field, either as part of their careers or as part of their industrial training. Practical outdoor recreation is defined as any sort of leisure time spent in a setting other than a classroom. This program concentrates on a variety of outdoor recreational activities, including kayaking, orienteering, navigation, trekking, living in nature, tying, and knotting, camping crafts, and rope activities. It is hoped that a program like this can promote students' high fighting spirit, integration, communication, and motivation.

This camp was held at I-AQUAS Teluk Kemang in Port Dickson and lasted from the 26<sup>th</sup> of December 2022 to January 1st 2023. The camp's final was attended by 135 people in total. They spent their time at the camp learning from and engaging in activities, as well as developing new experiences and skills related to sports marketing mix's 4Ps in categories as product/service. The students each paid RM 150 for the camp, the camp participants gained a lot of experience through participating in 8 activities over 7 days and 6 nights. At the same time, the participants learned kayaking, mountain biking, abseiling, using low ropes, and survival skills from the camp facilitator. The participants involved in these activities might not ever get another chance as this as any other organization or company out there might not offer such great deals as this. This is because their focus is mainly profitmaking rather than imparting quality knowledge to the participants.

In conclusion, the final camp gave the participants an unforgettable experience filled with adventure, personal growth, and lasting memories. This camp provided the students with the opportunities to connect with nature, build self-identity and develop valuable skills that extend beyond the four walls of the classroom. Overall, the outdoor recreation final camp has been a good experience that has equipped the students with essential life skills.



*Picture 1: Picture of the participants*



*Picture 2: Photos taken during the activities*

---

## **PROGRAM CSR CERIA DAN CERGAS: SENYUMAN BERSAMA RUMAH KANAK KANAK REMBAU**

Muhammad Faris Amirul Bin Useri & Raja Al-Imran Hakim Bin Raja Nor Azlan  
Faculty of Sports Science & Recreation

The 'Ceria Dan Cergas: Senyuman Bersama' program was an event organized as part of our coursework assessment. This event's main objective is to strengthen relationships between The Faculty of Sport and Recreation students and the Community, specifically by providing services to children from Rumah Kanak Kanak Rembau, Negeri Sembilan.

### **Background of Rumah Kanak Kanak Rembau**

Rumah Kanak-Kanak Rembau is a safe place institution for the care and protection of children designated under section 54 (safe place) of the Children's Act 2001. This institution provides substitute care for children in addition to promoting healthy physical, emotional, and mental growth. The children are also given support to grow and develop in a harmonious family atmosphere.

### **Event Details**

This event was held from 8.00 AM until 12.00 PM. In the opening ceremony, the principal of Rumah Kanak Kanak Rembau gave a welcome speech before the start of the program. The program took off with the 'chicken dance' and exercises that were led by us. All the children in Rumah Kanak Kanak Rembau were involved. Besides that, we also carried out group activities that involved outdoor and indoor games. Furthermore, The Faculty of Sport Recreation students and children in Rembau also took pictures together. We, as Faculty of Sport Recreation students, played our role as facilitators to assist them during the game played. After we finished all the games, we proceeded to the closing ceremony. During the closing ceremony, we presented souvenirs to Rumah Kanak Kanak Rembau as mementos. The souvenir's fund was collected by us and any member of the community who was willing to donate. We also took pictures with the resident of Rumah Kanak Kanak Rembau for memories. In conclusion, we used the 4P method related to Sport Marketing. For products, we provided services to the participants. We also organized indoor and outdoor games for the participants. For the price, the participants did not have to pay anything as this is a zero-cost fee registration which falls under the Corporate Social Responsibility program. Finally, for the venue, we chose Rumah Kanak Kanak Rembau because we wanted to create awareness to the community about Rumah Kanak Kanak Rembau and its residents. We also used social media to promote our program to the community, collect funds and obtain donations.



Picture 1: Residents at Rumah Kanak-Kanak Rembau and the organizer



Picture 2: The Principal of Rumah Kanak-Kanak Rembau giving a speech



Picture 3: Photos during the event



Picture 4: Official poster for donation

## “SAYANG SAYANG DISAYANG” PROGRAM

Nur Alya Natasha Binti Mohd Nazeri & Noor Lina Binti Mohd Hisam  
Faculty of Sports Science & Recreation

“Sayang Sayang Disayang” Program was organized by students in the 3rd semester of the Bachelor of Sports Science (Honours), Faculty of Sports & Recreation Science UITM Negeri Sembilan Branch, Seremban Campus in collaboration with Sekolah Menengah Kebangsaan Cheras Jaya on 29 November 2022 from 7 am until 1 pm. The program took place at SMK Cheras Jaya, Selangor with a total of nearly 80 disabled students. The purpose of this program is to make the community out there aware of the goal to be achieved, which is to share and reveal details of Recreation for Persons with Disabilities. Each participant was given exposure to understand Disabled People, especially when related to basic knowledge of camping-themed recreation such as how to set up a tent, how to use first aid, knotting and exploring. The exposure to these activities is not often and readily available.

### Donations to launch the program

For the purpose of achieving the program's goals, a collection for donations from lecturers, students, and the general public was made directly to this program. This program's aim is not just to help students with disabilities to learn more, but also to raise community awareness of how important it is to pay attention to, and educate this population. By holding the "Sayang Sayang Disayang" Program, we can establish good relationships, create awareness and give exposure to outside parties that Recreation is for everyone, including children with special needs. It can also provide opportunities for students to gain new experiences and develop interaction skills with students with special needs. The school gave positive feedback on the activities that were carried out in the program and also asked if we could conduct a similar program with them in the future.



Picture 1: Poster of the event



Picture 2: Photo during the event

---

## **PROGRAM MINDA CERIA SIHAT AT SMK MAMBAU**

Muhammad Syazwan Bin Maszuan & Muhammad Fikri Bin Jamal  
Faculty of Sports Science & Recreation

The launch of Program Minda Ceria Sihat at SMK Mambau highlights the vision of nurturing well-rounded individuals. It believes that promoting mental well-being is as crucial as academic excellence. Considering this, we have developed a comprehensive program that aims to support and enhance the mental health of the school community - Program Minda Ceria Sihat. This was a programme organized by batch Suprematrix (Semester 2), bachelor's degree in Sports Science under the guidance of lecturer Puan Nur Dalilah Dahlan.

The main aim of Program Minda Ceria Sihat is to create a safe inclusive environment where individuals can openly address their mental health concerns, seek support, and build a sense of community. Their dedicated team of experienced professionals, including counsellors and educators, are committed to providing guidance and resources tailored to the unique needs of the students, ensuring their mental health remains a top priority. Its belief is that by prioritizing mental health, an environment that fosters personal growth, resilience, and academic success is created.

Program Minda Ceria Sihat provides participants with a singular opportunity to investigate the workings of the mind and acquire useful information to improve their intellectual talents. This program offers a thorough and intensive learning experience, covering everything from memory methods to enhancing creative thinking. The program also included motivational talks from renowned experts in the field of intelligence and cognitive development, including one from Puan Norfahana Binti Zulkifli, a Psychology Officer at UiTM Seremban. In this seminar, she shared and explained concepts such as thought exploring and enhancing, problem - solving and other related areas. The Suprematrix students will apply all their skills and knowledge through the games they created.

There was no registration fees imposed because the program is open to all students of Sekolah Menengah Kebangsaan Mambau. Program Minda Ceria Sihat was held at the hall of SMK Mambau - the venue had been selected to offer a supportive setting for education and teamwork, assuring a positive experience for every participant. To ensure maximum participation and awareness, the team planned an extensive promotional campaign. They carried out some promotional drive by using flyers and brochures, engaging in social media as well as posting on the school's official accounts, featuring testimonials from previous participants and guest speakers. Lastly, they also spoke at dedicated time slots at the school to inform students about the program and its benefits.

In a nutshell, Program Minda Cergas was an incredible opportunity for students to enhance their cognitive abilities, foster critical thinking skills and develop their overall intelligence. With a wide range of engaging activities, competitions, participants were able to gain knowledge and explore different disciplines.



*Picture 1 and 2: Activities during the event*



*Picture 3: Group photo between participants and organizer*



---

## **WORLD KIDNEY DAY FUN RUN 2023**

Qayyim Fakhriy & Adilah Natasya  
Faculty of Sports Science & Recreation

The World Kidney Fun Run 2023 is a collaborative program between UiTM Negeri Sembilan and the National Kidney Foundation of Malaysia, the Nephrology Society of Malaysia, the Department of Nephrology, and The Competitive Sports Department. This fun run program took place at Dataran Nilai, Negeri Sembilan with a total of almost 125 participants. The purpose of this program was to raise awareness among the community about the importance of our kidneys. As we can see, the community is increasingly making themselves aware of their health regardless of the cost as long as they stay healthy and lead a good healthy lifestyle. The goal of the management is not only to set kidney care as the main objective but also to highlight the importance of body care and being properly diagnosed for diseases that may damage the body's systems. In addition, the program was to also aid those suffering from kidney cancer by creating further awareness of the disease.

### **Create Awareness Among the Public about How Important Taking Care of Our Kidneys:**

The kidney is a very important organ in our body. There are various diseases that can lead to kidney damage regardless of us being young or old. If we do not maintain the body with the right exercise or the right diet our kidneys might experience damage quickly. So, this program was organized to create awareness of leading a healthier and more productive lifestyle.

### **Donation to NKFM to create awareness for kidney cancer patients:**

The donation collected from participants as well as non-participants was directly donated to the NKFM for kidney cancer patients who are in need. Besides creating a healthy community, the purpose of this program was also to show awareness and concern towards kidney cancer patients, in order to help them stay strong. As a wise woman once said, "Try to be a rainbow in someone else's cloud". Even if it's just a small favour, it may bring hope to someone who is in need.

### **Benefits to participants:**

This program was also not just a run – it also benefitted the participants through their support and contribution to making this program a success. The sponsoring management, RIVAL, gave a contribution to the participants, in the form of comfortable shirts with the latest designs. Meanwhile, the program management provided a running kit to the participants as a sign of appreciation.



Picture 1: The opening ceremony



Picture 2: The registration processes



Picture 3: Flag off

---

## **BUDDY WALK, YOU'RE NOT ALONE**

Muhammad Muqrees Bin Mohd Rosman & Muhammad Shazril Hidayat Bin Mohamed Rasid  
Faculty of Sports Science & Recreation

SEREMBAN 2 - This program was organized in collaboration with two primary schools, SJKT Convent Seremban 2 and SK Taman Seri Mawar Senawang, by the Semester 3 students of The Bachelor of Sports Management (Hons.) Program (SR241). This program is an initiative that can support community celebration of students with special needs.

Because children with special needs enjoy different privileges, the implementation of this program can aid in fostering friendships between them and other students in the community. Additionally, the way this program is structured might encourage a sense of cooperation, especially among the program's implementation committee members. The program's final goal is to assist both male and female students in putting what they have learned in academic courses to use while also fostering a spirit of volunteerism in them.

On Wednesday, the 7th of June 2023, an exciting event took place from 7:30 AM to 2:00 PM at the renowned SJKT Convent Seremban 2. This program is one of the course assignments of (SRT502) and (SRB503) organized by the students of the Bachelor in Sports Management Program from the Faculty of Sports Science and Recreation, UiTM Negeri Sembilan, Seremban campus. The program provides opportunities for students with special needs to socialize with the community, especially UiTM citizens, while also creating a more fun and new learning space for students with special needs. UiTM students can also put into practice, all that they have learned in the subjects of Recreation for the Disabled (SRT502) and Sponsorship in Sports (SRB503).

The students engaged in a variety of activities, including aerobics dance and orienteering. Through the energetic and rhythmic movements of aerobics dance, participants do not only have fun but also improve their cardiovascular health and flexibility. Meanwhile, orienteering challenges their navigational skills and problem-solving abilities as they navigate through unfamiliar terrain with the help of maps and compasses. These activities provide a perfect blend of physical fitness, mental stimulation, and teamwork, ensuring a well-rounded experience for all involved.

In conclusion, the program for disabled undergraduates plays a crucial role in promoting inclusivity and equal opportunities for all individuals in the educational system. When planning an event targeted towards a school for the disabled, considering the marketing mix is essential in ensuring its success. The marketing mix, consisting of the 4Ps (Product, Price, Place, and Promotion), can be tailored to create an engaging and inclusive experience for the disabled students. By offering a program or service that is accessible and caters to their needs, the event can provide meaningful and enjoyable participation for all. Setting an appropriate price, whether through sponsorship opportunities or donation drives, ensures that the event remains accessible to disabled students and their families. Selecting an accessible venue and implementing necessary accommodation as well as promoting the event through channels that specifically reach out to the disabled community, such as disability-focused media and organizations, guarantees that the event is inclusive and allows everyone to fully and willingly participate.



Picture 1: Photos compilation during the event

---

## UiTM LIONS LEAGUE

Muhammad Afif Bin Mazlan & Asyraf Amir Bin Mohd Ariffin  
Faculty of Sports Science & Recreation

SHAH ALAM- UiTM Sports Center organized an event for all students, - the “UiTM sports league” for two days from the 16<sup>th</sup> -18<sup>th</sup> May 2023. The Sports and Recreation Faculty’s primary focus of the activity is physical exertion and skill, with aspects of competition, where rules and patterns of behaviour governing the activity exist formally through organizations and is typically recognized as a sport. The aim of the event is to make sure students involve themselves in sports and lead a healthy lifestyle. Students can also reduce stress from studying by participating in this tournament. The objective of the event is to produce and discover young players’ potential so that they can be showcased at a higher level, as well as locate backups to existing players to be incorporated into UiTM FC's main team.

The vision of the event is to promote a healthy way of life among students. Next, the mission of the event is to boost the competitive spirit among UiTM students and encourage other students to compete in sports. The competition took place at the UiTM Shah Alam synthetic field, and a total of 12 teams competed. The winner received a cash prize as well as a medal for the championship prize of RM1000. It is hoped that this competition will continue in the future with a more colourful celebration and that it will attract the attention and sponsorship of external organizations or non-governmental organizations (NGOs). Throughout the event, there was a very lively celebration at the match venue. The students gave strong support to the competing teams. This league attracted a lot of response from students who went in droves to the match venue because the competing teams were all good.



*Picture 1: Photos compilation during the event*

---

## SR TITANS CONQUER SKYTREX SG CONGKAK

Muhamad Afiq Bin Ahmad & Muhammad Amir Iman Bin Abdil Mutaib  
Faculty of Sports Science & Recreation

**HULU LANGAT:** On 3<sup>rd</sup> May 2023, SR Titans organized an exciting field trip that combined adventure and nature, as well as marketing education. The outdoor excursion proved to be a memorable and educational experience for the enthusiastic students. Accompanied by their lecturer, Mr. Razif Bin Sazali, the students embarked on a journey to a picturesque outdoor recreation area renowned for its scenic beauty and sporting activities. The objective of the field trip was to highlight the intersection of outdoor recreation and sports marketing while emphasizing the importance of promoting these activities to a broader audience.

The Academic Visitation Program serves as an activity that supports the practical teaching and learning process of students and allows them to apply the leisure resource management activities learned in this semester's courses. This promotes team spirit and collaboration while meeting the requirements of Targeted Recreational Resource Management (SMG602). The students of SR Titans went to Skytrex Adventure Sg Congkak, an exciting outdoor adventure park located in Hulu Langat, Malaysia. This visit was an important one since it helped expose the students to the industry and allowed them to gain insights and interact with professionals in their field.

This program provides insights into the real-world situation in the management of leisure resources within organizations and offers students a unique opportunity to improve their management skills while supporting the faculty to realize the vision of the Faculty of Sports Sciences and Recreation (FSR). FSR aspires to be a centre of excellence in sports, sports management and world-class leisure management, characterized by ethical standards and global recognition.

Upon arrival, SR Titans were greeted by Mr. Afiq Najmi, Head of Technical and Management, Skytrex Sg Congkak, who led them on a guided tour of the recreational facilities. Along the way, Mr. Afiq shared fascinating insights into the marketing strategies employed to promote the outdoor venue, attract visitors, and enhance the overall experience. The students learned about the power of branding, effective digital marketing campaigns, and the significance of building strong relationships with sponsors and partners.

As part of the field trip, SR Titans actively participated in a range of recreational activities, including flying fox, ladder climbing, and etc. These activities not only provided them with thrilling adventures but also allowed them to experience first-hand, the value of outdoor recreation. The field trip to Skytrex Sg Congkak provided an ideal platform for SR Titans to connect with nature, experience outdoor recreation firsthand, and learn about the powerful role of marketing in promoting these activities. By combining adventure, education, and marketing principles, the field trip left a lasting impression on the students. This program not only fulfils assessment requirements but also enhances students' abilities and encourages them to explore new areas while fostering leadership qualities.



*Picture 1: Photo of the class members*



*Picture 2: Photo during the activity*



*Picture 3: Theory class by Mr. Afiq Najmi*

---

## THE POKATOK FEST AND EXPO

Mohammad Amirulhakeem Bin Azman & Azfar Bin Abrar  
Faculty of Sports Science & Recreation

Welcome to The Pokatok Fest and Expo that will happen on April 4-7, 2024 in Houston, Texas, the biggest and most energizing gathering of sports tech and advancement devotees. This unparalleled occasion brings together industry pioneers, visionaries, business personnel, and sports devotees from around the world to investigate the cutting-edge progressions in sports innovation and encounter the excitement of development first-hand. As a combination of an industry conference and a dynamic celebration, The Pokatok Fest and Expo offers an energetic and immersive involvement like no other. Get prepared for a full plan of captivating speakers and board talks, exciting item demos, high-stakes financial specialist pitches, profitable organizing openings, and curated encounters that will take off, leaving you propelled and energized.

Submerge yourself in a thought-provoking industry conference where driving specialists and trendsetters share their bits of knowledge and mastery. Investigate the most recent patterns, best hones, and breakthrough innovations that are reshaping the sports tech scene. Lock in captivating sessions and pick up important information from the brightest minds within the industry. Step into a dynamic celebration climate buzzing with energy, imagination, and the soul of sports advancement. Witness captivating item demos exhibiting state-of-the-art advances that are revolutionizing the sports industry. Drench yourself in intuitive establishments, live amusement, and curated encounters that light your energy for sports and innovation. Learn from famous speakers who are forming long-standing times of sports tech and advancement. Pick up bits of knowledge about their encounters, victory stories, and valuable points of view on the industry. Lock in invigorating board talks that dig into the foremost squeezing subjects and rising patterns, giving you a well-rounded understanding of the sports tech environment.

Encounter the excitement of seeing ground-breaking sports tech items and advancements in activity. Lock in with hands-on item demos that grandstand the most recent headways in zones such as sports analytics, wearable innovation, virtual reality, fan engagement stages, and more. Connect with the minds behind these advancements and pick up a more profound understanding of their potential effect on the sports industry. Witness the fervor, as business personnel and new companies show their game-changing thoughts to a board of financial specialists. Immerse yourself in the adrenaline surge as they pitch their imaginative sports tech arrangements and compete for financing and bolster. Be at the cutting edge of seeing the birth of the following huge thing in sports innovation. Mingle with industry pioneers, experts, business personnel, and individual sports devotees amid devoted organizing sessions. Manufacture important associations, trade thoughts, and investigate collaboration openings with like-minded people who share your energy for sports tech and advancement.





*Picture 1: It's a full house*

---

## WELLNESS X-16, UiTM SARAWAK

Muhammad Zulhairie Bin Zulazizi & Luqmanul Hazim Bin Muhammad Faiz  
Faculty of Sports Science & Recreation

Many students today believe that sports can only be done by jogging, playing games using sports equipment, and going to the gym. However, undergraduate students in semester 3 from the Faculty of Sports Science and Recreation at UiTM Sarawak Samarahan Campus made the effort by organizing the event "WellnessX16," which took place on January 5th, 2023 at UiTM Kota Samarahan 1. Wellness X-16's major goal is to fulfil the criteria of the SPS500 (Applied Physical Fitness and Wellness) curriculum by promoting physical and mental health to individuals and communities of all races, religions, and backgrounds.

Besides helping the students meet the requirements of the SPS500 (Applied Physical Fitness and Wellness) subject syllabus, this programme also encouraged the students to participate in sports and recreational activities, apply elements of a healthy lifestyle to the community, and stimulate their minds to be active, productive, innovative, and motivated. Furthermore, the fostering of friendship among the participants helps to establish an atmosphere of peace, goodwill, and thoughtfulness. Finally, this event draws one closer to the people around them and encourages healthy interaction to foster strong social interactions.

There was a group workout activity hosted at the Jubilee Hall at the UiTM Samarahan Campus. This activity was supplemented by six other types of group exercises: Zumba, Kickboxing, Hip Hop Aerobics, Pilates, Strong Zumba, and Qi Gong. Each workout category was led by two persons. Each category was accompanied by two songs. More than 400 students, teachers, and staff from the UiTM Sarawak Samarahan campus attended this event.

In conclusions, WELLNESS X-16 activities are closely related to media strategy because they use social media such as Instagram, Facebook and Tiktok as their platform to promote their activities. With this method, they managed to attract the attention of the public and inform them about the details of the activities that will be carried out. In current times, people prefer to enjoy social media during their free time, so their move to disseminate information through social media is very effective and attracted more people to join this activity. In addition, they also distributed flyers a week before the activity took place.

The students also used banners as their platform to introduce their activities. When the activities were carried out, the banners served as sources for more details because the larger the size of the banner used, the clearer the information about the activity being carried out. In addition, a Google form link as a public registration platform was also used to jointly make this activity a success. This made it easier for committee members to examine and determine how many members were participating in this activity.



Picture 1: Compilations of the event photos

## OUTDOOR RECREATION CAMP: FRATERNITE

Anis Afeeqa Binti Azhar & Nur Anis Amira Binti Salim  
Faculty of Sports Science & Recreation

The Launch of The Outdoor Recreational Program at Taman Cabaran UiTM Seremban 3, took place on the 30th May 2023 until 4th June 2023. The 48 participants shared many beautiful and good memories. The context of this program emphasizes the skills and manners in carrying out outdoor recreational activities or training which is an educational concept that is very suitable for human development. The implementation of this program will provide with skills and experience related to outdoor recreational activities. This is very important because the students can place themselves in this industry either during industrial training or upon graduation.

All forms of recreational activities in the environment outside the classroom are defined as practical outdoor recreation. This program focuses on several disciplines in outdoor recreational activities, namely, camping crafts, ties and knots, emergency assistance in nature, kayaking, orienteering, navigation, trekking, trying to live in nature and rope activities. With a program like this, it is hoped high fighting spirit, integration, communication, and motivation among students is fostered.

The registration fee paid was RM100 because this program involved food and drink, clothes, and all paid equipment. The outdoor recreational program was held at Taman Cabaran UiTM Seremban 3 - the venue was chosen to offer an environment that supports education and teamwork, ensuring a positive experience for each participant. We can also learn that such activities require teamwork and cannot be done alone- and that we should cultivate the spirit of separation and strengthen cooperation. In such a way, the participants can learn new knowledge and think critically to build an organization and be able to set up a tent using the natural resources around. There, we built a central tent, an equipment tent, a kitchen, a toilet, and a sick bay using the wood resources available at the campsite. At first, the participants complained about having to set everything up by themselves but day by day they felt proud because they managed to do something beyond their own expectations.

Through the Outdoor Recreational Program, a difficult environment where individuals can openly learn how to survive in the forest, build a strong and brave identity and challenge themselves in the forest is created. There is a dedicated team of experienced professionals, who provide guidance tailored to students' needs, educators, and the available resources. With a wide range of engaging activities, participants were able to explore different disciplines and gain knowledge. By going through this camp, the participants also formed their own identities while learning to be independent.



*Picture 1: Numerous activities conducted during the event*

## WHO DARES WINS

Imran Hakim & Ahmad Haziq  
Faculty of Sports Science & Recreation

On the 8<sup>th</sup> of June 2023, a selection for 'Mini KARISMA' took place at Pusat Kegiatan Pelajar Toh Puan Sungei Ujong, Seremban Campus, Negeri Sembilan. The selection involved Universiti Teknologi MARA students from the Seremban, Kuala Pilah and Rembau Campuses. 'Mini KARISMA' which was held at Dewan Agung Tuanku Canselor, Shah Alam is a sports event, catering specifically to combat sports such as Silat and Taekwondo. This event is a platform for students to reveal their talent in combat sports. The selection did not require any registration fee which means it was free for the students to come and test their skills and furthermore get a chance to represent UiTM Negeri Sembilan as an athlete. This selection was promoted through messaging applications such as WhatsApp and Telegram and through social media such as Instagram. Each student that came to the selection had a different set of skills and they showed their best to be part of the team that will be going to 'Mini Karisma' in UiTM Shah Alam.

The students first needed to fill in registration forms that were disseminated online- for those that missed the timeframe to fill in the forms, a walk-in registration was the alternative. On the day of the selection, each participant was weighed-in to determine which category they would be competing in. After the weigh-in, the participants started their warming up activities before gearing up for the sparring session. The selection was based on skills, stamina, and composure of the athlete when they were inside the ring. 11 participants were selected as Silat athletes, and another 11 participants were selected as Taekwondo athletes after the sparring sessions. 'Mini KARISMA' is a platform for the students not only from Faculty of Sports Science and Recreation, but from every faculty, to exhibit their talent in the field of sports.



Picture 1: Interesting performance by the participants

## SOOKA SUPER SERIES VOLLEYBALL MALAYSIA

Ahmad Hafizuddin Bin Ahmad Shukri & Mohamad Mukri Nabil Bin Azmi  
Faculty of Sports Science & Recreation

Sooka was launched the opening Sooka Super Series Volleyball (SSSVB 2022) season on Friday at Dewan Besar Tanjung in Seksyen 19, Shah Alam, in collaboration with Astro Arena and the Malaysian Volleyball Association (MAVA). The first event, which will take place from October 14th to November 6th, and will feature seven local teams, including SAC Selangor Lion, Melaka Mousedeer, Kuala Lumpur Shark, Sarawak Hornbill, ATM Gladiator, Sabah Rhino, and Johor Tiger, as well as an overseas team, Amelia Indonesia.



Picture 1: The advertisement of the event

SSSVB 2022's main objective is, according to MAVA president Hean Boon Yeow, to promote the local team worldwide. There are teams featuring foreign players from the USA, Thailand, India, and Sri Lanka, which will excite the action, and the addition of Amelia Indonesia will undoubtedly present to expose competition to the local teams.

In addition, this tournament is advertised on social media sites and the official Astro Arena website. Thus, the audience can know about the organized tournament and at the same time, the audience can see how the game is demonstrated by both local and imported players, as well as how the rules are placed for the players during the tournament. There are many indicators that can be used to measure the success of the Sooka Super Series, including ticket sales, social media interactions, websites, and media attention. A strong marketing plan and successful progress should be seen in these measures, which have shown significant growth from previous years.



Picture 2: Lists of the competing teams

"This partnership with Sooka is just the start of having a decent league that has already been successful in luring participation from abroad. The promotion of SSSVB to the worldwide level would undoubtedly be made from time to time, states Hean. He further adds, "The marketing strategy was heavily support on social media, with users actively engaging on sites like Facebook, Twitter, Instagram, and YouTube. The tournament and interest were kept up with regular updates on profile player, match times, and behind-the-scenes information. Collaborations and influencer partnerships with well-known volleyball players and teams expanded the marketing campaign's audience and impact. Additionally, this competition featured Malaysia's top radio station, Era, as the Official Radio channel, Tik Tok as the Official Media Partner, Flash Sukan as the Official Digital Media Partner, and a local apparel company, Elite, as the Official apparel Sponsor".

In conclusions, the Sooka Super Series volleyball marketing campaign has been a success, drawing a sizable amount of interest and engagement from target groups. The Sooka Super Series has successfully positioned itself as a leading volleyball event through a wide marketing approach, building a strong brand identity and a devoted fan following.



Picture 3: The media representatives

---

## YSD TRACK SERIES

Anis Khalida Binti Khalid & Nurul Ain Iftah Binti Suhaimi  
Faculty of Sports Science & Recreation

The Sime Darby Foundation, in association with the Malaysian Sports Excellence Foundation (Sports Excel), has agreed to sponsor the track bike sports development program known as the YSD Track Series. With this, track bike athletes may have additional opportunities to compete in racing championships thanks to the YSD Track Series. 52 races are anticipated during the YSD Track Series' three-year span. The competition is held in 4 categories: under 15, under 17, under 19, and elite. The Elite Division will comprise of the keirin, sprint, elimination, and scratch events. The Nilai Velodrome track, a state track worth RM80 million, hosts the training facilities and competitions. The first competitor to try out the track was Dato Azizul Hasni Awang. Velodrome Nilai, constructed in January 2015, contains a 250-meter-long track made of wood similar to spruce with seating for 2000 spectators. In addition to the BMX bike track, it is furnished with 20 facilities for the use of people with disabilities (OKU), office space, and a praying area.

In the pull strategy, the emphasis on advertising over personal selling in the promotional mix tends to be more pronounced. In this YSD event, advertising is done directly by using athletes as a platform to promote items known as Local B. In cycling competitions, the athlete often wears Local B trousers. Employing celebrities to increase sale is one method of promoting a product and is the pull strategy in sports marketing. Additionally, this will inform followers and viewers of the existence of a product and persuade the customers to buy it.

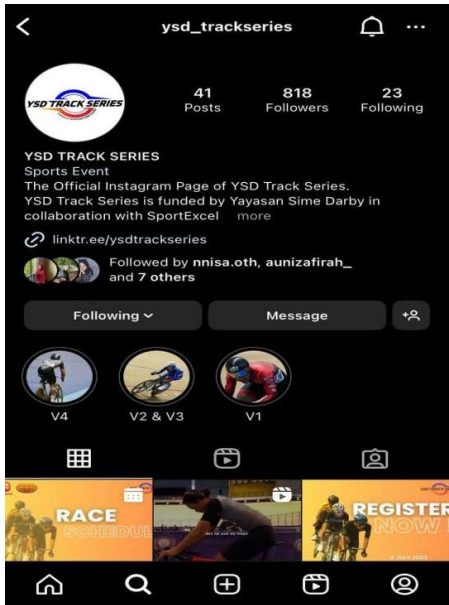
A medium, also known as a channel, is a component of the communications process that allows for the transmission of a message through either printed or electronic mass media, - two different categories of mass media. Through Instagram and Facebook apps, namely electronic media, YSD is able to communicate with its target audience. The YSD competition can be promoted indirectly through the usage of media like Instagram and Facebook apps. In actuality, the usage of media can also draw ardent followers to bicycle sporting events where they can interact with the athletes, they are most interested in. Only on occasions when there is a match, do scheduled posts from this medium appear.

In order to support overall organizational goals, marketing objectives, and promotional purposes, sponsorship is an alternative in a sporting entity that includes an athlete, league, team, and event. Since Dato Azizul Hasni Awang is a well-known and popular Malaysian cyclist, CIMB initially solely sponsored him. Inadvertently, this can further publicize the bank's organization and increase awareness of its identity among domestic and international athletes. Later, after learning that Dato Azizul Hasni Awang has a team, CIMB increased the number of sponsors it had in order to introduce its group. To conclude, the pull approach of marketing will inform followers and viewers of the existence of a product and persuade the buyer to buy it. The usage of media can also draw people to bicycle sporting events where participants can communicate with fans. Sponsorship is an alternative to support overall organizational and marketing goals.





Picture 1: Nerves breaking



Picture 2: The event information disseminates through the official Instagram

---

## DISCOVERING WELLNESS WITH SPECIAL POPULATION

Muhammad Norhikmah Bin Abdol Kadir & Muhammad Syazwan Bin Johari  
Faculty of Sports Science & Recreation

The Bachelor of Sports Management (Hons.) Semester 3 students from the Faculty of Sports Science & Recreation UiTM Negeri Sembilan, Seremban 3 Campus, organized a program called “Discovering Wellness with Special Population” together with special children from the Early Intervention Community Rehabilitation Organization, Seremban.

The one-day program was held at the Swimming Pool of Seremban 2 Sports Complex in Negeri Sembilan from 7.30 am to 3.30 pm. It involved various forms of activities aimed at building character, confidence and team spirit among the special children involved. It also aims at giving the students, especially those majoring in Sports Management, exposure and experience, on how to manage and handle special children. Among the contents of this program are management games, which are familiarization activities between facilitators consisting of UiTM students with the special needs (OKU) children. The games and sports activities such as water confidence, bubble-making and flash ball all require teamwork and cooperation to be completed successfully.

This time the organization received good cooperation from the Community Rehabilitation Centre (PPDK), Bandar Baru Seremban, Negeri Sembilan. A total of 20 PPDK children between the ages of 7 and 12 who suffer from Down syndrome, slowness, and autism were equally involved in enlivening the activity. In this activity, UiTM students and PPDK students were combined in groups and each group had to compete to win the sports event held. According to FSR lecturer and Program Advisor, Miss Aida Roha Binti Abdul Rasid, the 'Discovering Wellness with Special Population' program aims to raise awareness among the community to be more open and recognize the potential of children categorized as Differently Abled People (OKU). Miss Aida further adds, "Children with disabilities should be brought out and highlighted to the community so that we can reduce skewed views and inaccurate perceptions towards those with Down Syndrome and Autism in particular”.

Regarding the management function, there are several steps in this event planning phase and the first is to understand the user's needs. The organizers included some information gathering during each meeting held with The Community Rehabilitation Centres (PPDK) before the event to identify and determine what activities and sports are suitable to be held with special children (OKU) on that day. This step was taken to meet the needs of special children and ensure that the objectives of the program were met.

The next step is the market selection decision. Initially, the organizers wanted to organize sports activities, namely water volleyball and dodgeball competitions. However, after several discussions with the PPDK and program advisors, it was found that the sports activities are quite difficult to do among special children due to the limited movement factor. Because of this, the sports activities were changed to simpler sports that do not require too much movement, such as water confidence, bubble-making and flash ball activities. The main purpose of this activity is to give them fun as well as to strengthen the relationship between the special children and UiTM students.

The final step involves deciding the marketing mix which consists of the 4Ps (Product, Price, Place, Promotion). The organizers finalized the products (sports activities) that will be held on the day. The organizers also received donations from the public which were converted into goods such as hampers for all groups of special children and souvenirs for PPDK. In addition, the organizers used

several distribution channels through social sites such as Facebook, WhatsApp, and Instagram to display event details and event venues and finally, the multimedia committee used the chosen platform to promote and fund the program.

Targeted sports marketing enables underrepresented individuals to engage and be empowered in mainstream sports. By understanding their needs, interests, and preferences, marketers can create tailored campaigns and events that generate revenue and promote inclusion and diversity. By leveraging digital platforms, collaborating with community organizations, and evaluating campaigns' effectiveness, these initiatives empower and engage special populations in the sports industry.



*Picture 1: Activities during the event*



*Picture 2: Prize giving ceremony*

---

## THE IPT FUTSAL LEAGUE

Muhammad Azli Bin Mohd Saadan & Muhammad Azwan Bin Mohd Azmi  
Faculty of Sports Science & Recreation

The IPT futsal league is a competitive league with levels based on team qualifications. The main league is the Super League, while the Premier League is for men's futsal and the Women's Futsal League is for women. The league is the second largest in the country and has established rules, making it the second-largest league after the MPFL. It produces talented players, allowing young players to shine in futsal and make futsal a career. The league also promotes good-thinking athletes, distinguishing between good and bad attitudes, giving them an advantage over others.

In the context of sports (athletes, leagues, teams, events), sponsorship is characterized as a substitute for supporting promotional goals. Sports sponsorship is a useful strategy for expanding markets and retaining current clientele. Through sponsoring the IPT Futsal League, Extravaganza Futsal collaborates with the IPT Futsal League to ensure its success. Extravaganza Futsal has been granted permission by the IPT Futsal League to set up shop at each location for competitions. Each team and volunteer that plays in the IPT Futsal League receives a unique shirt from Extravaganza Futsal, which is supported by the university. Extravaganza Futsal also provides unique merchandise for the IPT Futsal League to attract customers. Like shoes, socks, hats, and other accessories. Each player's university-specific apparel is for sale at the accessible booths.

In terms of publicity for marketing, social media, websites, mobile applications as well as official accounts such as Facebook and Instagram to capture the interest of the target audience are used. Strategic partnerships with local businesses, brands, and sponsors aligning with Liga Futsal IPT's values and target audience are formed. Sponsorship packages, advertising boards, player jerseys, digital platforms, and promotional events are offered. Matchday experiences are also heightened with live music, cheerleaders, halftime performances, and interactive games.

The IPT Futsal League is divided into three phases, each with a unique setting and amenities for the community. The administration will offer contemporary facilities for the league to be hosted at USM (Penang), UNISZA (Terengganu), and IIUM (Pahang). The high-tech scoreboard shows bigger match points so that officials, players, and spectators may easily update results. The futsal arena provides fans, VIPs, medical experts, and athletes with luxurious seating options. Each location's optimum layout is considered in order to reduce congestion and guarantee a fluid gameplay experience. The term "advertising process" is widely used to refer to the process of creating an advertising campaign, which involves sending a series of connected adverts to a target demographic in a specific chronological order. In this regard, the IPT Futsal League uses social media platforms with a cutting-edge user base. For instance, Extravaganza uses social media to market the IPT Futsal League to the local population. Additionally, at each site where the IPT Futsal League is conducted and where Extravaganza has a booth, they may advertise the items they created particularly for the IPT Futsal League.



Picture 1: Men's futsal team



Picture 2: Women's futsal team



Picture 3: Stakeholders list



Picture 4: the MPFL logo

## “PROGRAM JALINAN PINTAR KORPORAT”

Nik Nurfarasya Adeliah Binti Nik Larayati & Mohd Luqman Hakim Mohd Hafizullah  
Faculty of Sports Science & Recreation

This “Program Jalinan Pintar Korporat” was run by students from SR. Dynamix who are students in the Semester 7 of the Bachelor of Sports Science (Hons), Faculty of Sports & Recreation Science. This event was conducted on June 26, 2023, at SMK Bandar Baru Sendayan, Negeri Sembilan. The number of students that joined this event is 6 students. Their involvement was initiated through an invitation from the teacher in charge at the school which is SMK Bandar Baru Sendayan. They spent a lot of time and energy practising and perfecting their routines to provide the audience with an entertaining and engrossing show. Interestingly, 10 songs including a Malay song and an English song were played, while the students also participated in the aerobics dance. This is because it can boost student’s energy while being highly enjoyable. By taking part in this event, the students were able to demonstrate their aerobic dancing abilities while encouraging active and healthy lifestyles.

The objective of this event is to support the growth of SMK Bandar Baru Sendayan in terms of student development, teacher quality, physical development, and organizational management. The event also includes an aerobics class with students from SMK Bandar Baru Sendayan, as described above. Besides, the event helped the students from SMK Bandar Baru Sendayan to be more active, confident and be mentally or physically strong in their daily life. As for the impact, there are many benefits in aerobics - students can increase their stamina, fitness, and strength. In addition, the students would be more focused in class, and they can get flying colours in their examinations. Aerobics also can boost our mood, reduce tension associated with anxiety and promote relaxation. It can improve our sleep, mental well-being and self-esteem.

In a nutshell, the aerobic activity carried out in Program Jalinan Pintar Korporat is an event to establish a healthy lifestyle. Hence, before starting this program and other aerobics programmes, students should first try out lighter aerobics to make sure they are always energetic until the end of this program. Aerobic exercise is essential for keeping the heart, lungs, and blood vessels healthy. Therefore, all communities, especially young people are strongly encouraged to participate in aerobics activities to ensure that they remain healthy and fit.



Picture 1: The organizer



Picture 2: SMK Bandar Baru Sendayan's



*Picture 3: SR Dynamix with SMK Bandar Baru Sendayan's Teachers*

## MONEY HEIST FIT ATTACK XVIII (SR FALCONS)

Nur Athirah Binti Rohaimi & Siti Khairunisa Binti Othman  
Faculty of Sports Science & Recreation



Picture 1: The event poster

On June 16, 2023, Fit Attack XVIII, an aero dance-themed event, was held at the Marquee Tent UiTM Seremban. Fit Attack XVIII is a fun daily workout that can test your coordination and can burn your calories in an hour. This event was guided by Mr. Amrun Haziq bin Abidin and Mr. Azzat Bin Adnan, both lecturers at the Faculty of Sports Science and Recreation. This event's bureau consists of 86 organizers. This event's goal is to fulfil the topic requirements of Applied Physical Fitness and Wellness (SPS500) for the 3rd-semester students. Furthermore, this event has the potential to establish relationships and foster passion among the students. Following that, this event is designed to assist organizers in improving their management and administration skills to organize the event.

The target market for this event was decided using the marketing mix decision which is through product, price, place, and promotion. Fit Attack XVIII focuses on cardiovascular and muscle development, through exercise that is set to the music. It can provide intangible benefits in which participants can have fun and be fit, in one place. There was no charge for this event, but participants purchased jerseys to show their support. Each purchase earned them five chances in the lucky draw slot. The organizer chose Instagram and the faculty board to put up the poster about, in its publicity drive. Lastly, the organizer also communicated with target groups through a promotion mix.



Picture 2: The theme Money Heist

To improve, the organizer had taken the initiative to modify the event by adding an attractive opening presented by cosplay (Money Heist), in line with Fit Attack XVIII's theme and ended with an awesome lucky draw. As the main character, they perform both dancing and acting on the stage before they began the event. Following an improvement survey, the organizer found that they needed power marketing to make sure that it is more attractive than the previous Fit attack. Thus, this Fit Attack XVIII provided a special lucky draw such as iPhone 13, Huawei Smart band, Sony Headphone, Foldable Chair, etc. in a move to attract more participants and at the same time increase awareness about fitness.



Fit Attack XVIII used Instagram as the main platform to blast posters, banners, video trailers and promote their limited-edition jersey. The organizer also gave an invitation letter to all lecturers to boost the publicity of the event. They chose the best way to advertise all the details because most of the target market use social media extensively. Due to the eye-catching theme and the organized posts on Instagram, many participants from all faculties were interested to join the event. Overall, this event demonstrates that this batch's teamwork was excellent. The participants were amazed by the unexpected preparations and efforts of the organizers in promoting the event so much so that it obtained an outstanding response – one that surpassed their expectations. The participants gave the event a lot of positive vibes and great feedback.



Picture 3: Event official jersey



Picture 4: The event committee

## FIT ATTACK XVII

Jacqueline Jalong & Nur Azura Binti Mahmud  
Faculty of Sports Science & Recreation

On 6th January 2023, Fit Attack XVII was held at the Marquee tent, Universiti Teknologi MARA Seremban at 8 pm. This location was chosen as it is easy to find and accessible by public transport. The big space and open-aired hall rendered this location suitable to hold this type of event. This event was organized by students of the Bachelor of Sports Science (Hons.) 3<sup>rd</sup> semester, Faculty of Sports & Recreation Science. The number of students who organized this program was 48 students. This program is one of the sports programs with the concept of physical fitness which involves activities such as warm-up, hip-hop @ K-pop, Zumba, Bollywood, cardio kick and cooling down.



Picture 1: Cardio performance

The president of the event was Muhamad Syafiq bin Jamaludin. He has good leadership skills to communicate and instruct his team in assigning tasks to organize their event. Students who are Bollywood fans, were encouraged to join this event because the theme of this event was Indie. The participants were eligible for a lucky draw with attractive prizes and there were also awards for best dancers. These attracted targeted consumers which are mostly students of UiTM Seremban and the community around Seremban to experience this event.

Apart from that, the first 100 participants who came early received goodies and gifts. There were 2 packages of Fit Attack exclusive jerseys offered. One of the packages offered extra gifts which had a tote bag, neon specs and a sticker. E-certificates were also provided to participants. This event was promoted on the social media platform through the official FoSRec Instagram and WhatsApp. Therefore, a part of this event was funded by funds raised through fundraising drives. There was also a donation drive while this event took place.

This event helped raise awareness amongst UiTM students to be more energetic, professional, positive and creative. Students could maintain their health by doing some recreation in their free time other than pushing themselves to study most of the time with no physical activities. Furthermore, organizing the event could help build relationships as by participating in this event, the students get to meet people who share their skills and the same interest among them. This is in itself is a motivation which can help increase participation in a sport or activity that a campus holds. In addition, another objective of this event was to encourage students, staff, and the outside community of UiTM Seremban to exercise and lead a healthy lifestyle. Thus, students can release their stress by participating in this event.



In conclusion, Fit Attack is an event to build a healthy and good relationship between students, staff, and the community near UiTM Seremban. Surely, it helps to ensure the participants live a healthy and balanced lifestyle as it is not only good for their physical, but also mental health. Regular exercise could prevent diseases and improve mood continuously, subsequently making a positive impact on everyone.

*Picture 2: The crowds*

---

## MARKETING STRATEGY OF THE FORIESTA SFERA SPORTS 2.0

Nurulasmida Bt Mohd Zin & Muhammad Danial 'Immran Bin Mohd Fauzi  
Faculty of Sports Science & Recreation

The Foriesta Sfera Sport 2.0 which was held on the 17th and 18th December 2022 took place at UiTM Seremban's court and field. This particular sports event was monitored by one lecturer, Puan. Nur Dalilah Binti Dahlan and handled by a total of 65 semester three students of Bachelor's Degree in Sports Management with cooperation from the faculty's club which is also known as FoSRec.

The first step in the planning phase is understanding consumers' needs. The organizer included some information gathering during every meeting before the event to identify and specify what is the best activity and sports to be held on the incident day. This initiative was taken to fulfil the participants' needs and to ensure that the program objectives could be met.

The next step is the market selection decision. At first, they were about to organize a sports event that relates to traditional elements. However, after several verbal surveys done among students who live in in the campus' college, they found that students would most likely not participate in the event if the organizer proceeds with the traditional theme because they prefer the program to be based on the original rules and regulations of each sport. This revelation prompted the organizers to cancel the first plan.

The organizer then decided on the marketing mix and finalized the products (sports activities) to be held on the event day, to ensure that it would give intangible satisfaction to the participants. It was decided that no fees would be imposed on participants since the participants already paid for the faculty club fees. The organizer then went on to choose a few channels of information distribution and the venue of the event. Lastly, the multimedia committee used the chosen platform to promote the event while the sponsorship committee found sponsors for the event funds needed. Every event organizer must know how to attract their consumers to join the event, even as spectators. This event coincidentally can be related to self-esteem enhancement because, on the day of the event, many students from various batches came to support their own batch to win all the games.



Other than that, this event also carried an entertainment value whereby a new game called "Foot Volleyball" was introduced. This game, played at a tennis court, required the players to play volleyball using all their body parts except their hands. This game received good feedback from the spectators.

*Picture 1: The event committee*

**ADVERTISING APPROACH:** Organizers used many tools to advertise their event such as Instagram for their main media platform, creating banners and posters, as well as extending invitation letters to

lecturers from the faculty to join their event. Other than that, the organizer also posted many promotional videos, including teaser videos for each game. Overall, the marketing team had done a great job to make sure the marketing of the event is achieved. In terms of the contingency framework, the entire plan was well-planned by the organizer. Mostly all the participants and spectators felt satisfied with all the games and activities. Organizing this event to fall on a weekend at least provided some entertainment that they enjoyed during their free time.



*Picture 2: It's a wrap*

---

## INTERFACULTY SPORTS (SAF)

Hafiz Izzuddin Bin Zulkifle & Muhammad Hairul Safri Bin Ishak  
Faculty of Sports Science & Recreation

The Inter-Faculty Sports is a sport event that is newly introduced and inspired by the Student Representative Council of UiTM Negeri Sembilan, Seremban Campus 2022-2023. The sports event involves three faculties within the UiTM Seremban Campus, namely the Faculty of Sports and Recreation Science, the Faculty of Administrative Science and Policy Studies, and the Faculty of Computer Science and Mathematics. Inter-Faculty Sports promote various types of sports, including Badminton, Handball, Chess, Rugby, Volleyball, Netball, basketball, and Ping-Pong. However, these Inter-Faculty Sports were held in phases, which were phases one and two. The first phase involved only Badminton, held on April 8, 9, 11, and 12, 2023. These Badminton games were held at the PBMNS Senawang Badminton Hall. The categories played in the badminton matches were men's singles, women's singles, men's doubles, women's doubles, and mixed doubles. All athletes involved had high sportsmanship and showed good commitment on the match day.

The Inter-faculty sports mainly promote badminton, as it is in high demand. This is because this sport is newly introduced to the event. Although this sport is in high demand, participation is limited and subject to a fixed match schedule. The demand for this sport also received an encouraging response because it is also a contested sport. Simultaneously, selection scouting sessions for new talents in the competition are held regularly. Students who are interested in representing the sport of badminton as athletes will take advantage of these golden opportunities.

Besides badminton, the inter-faculty sports also offer a variety of other sports, such as Handball, Chess, Rugby, Volleyball, Netball, Basketball, and Table Tennis. This competition is a service that is in demand among students at UiTM Seremban. This is because the competition involves three faculties. At the same time, it serves as a platform to spot new sport talents available at UiTM Seremban.

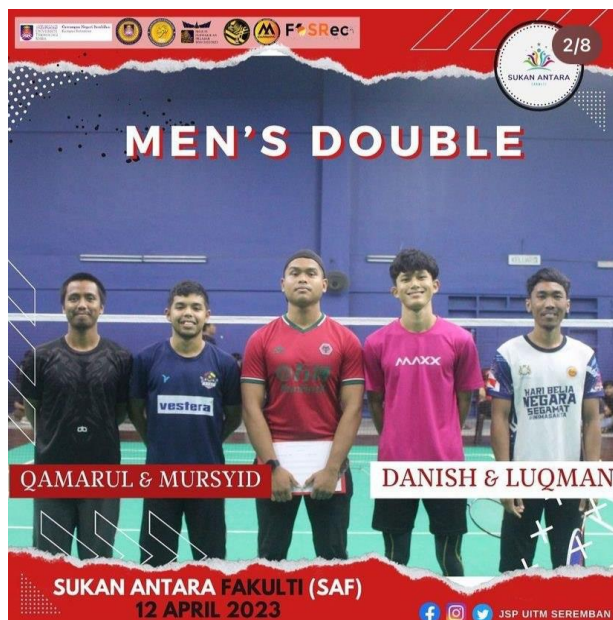
In this inter-faculty sport, the participation fee is low, which is only RM5 per person, specifically for the badminton competition. The low entry fee is to attract students to register for the competition. The fee price plays an important role in the competition. With low fees, students can participate in the tournament successfully. Furthermore, to instill loyalty among students to participate in this competition, attractive prizes are provided, and students who win the sport can further elevate the image of their faculty.

The tournament in April was promoted through social media, especially the Student Representative Council's official Instagram, and posters in the student focus area and reading corner. Online promotion was done to make it easier for students to quickly find out the information presented. Cooperation between committees plays an important role in the success of the sport. To facilitate online registration, the committee created a QR code for students of each faculty to register.

Sports competition plays an important role in society, offering various benefits such as physical fitness, teamwork, and personal development. Sports promotes a healthy lifestyle, increases social interaction, and fosters sportsmanship. Marketing focuses on promoting and selling sports-related products, services, and experiences. Sports competitions are about engaging and connecting with target audiences, building brand awareness, and fostering long-term relationships. An effective sports marketing strategy includes understanding the target market.



Picture 1: Lets the competition begins



Picture 2: The winners

## MARKETING STRATEGY OF UITM FITNESS CHALLENGE

Muhamad Amir Aiman Bin Mohd.Kharuddin & Danial Haikal Bin Zulkefli  
Faculty of Sports Science & Recreation

The highly anticipated UiTM Fitness Challenge, a unique event conducted on June 7th, 2023 at the state-of-the-art FSR Gymnasium, Seremban, saw a record-breaking turnout from eager students. The event, which was meticulously planned and executed, had an astounding response, with a total of 30 students stepping forward to take on the physical challenge. The venue's colourful environment was electric, with individuals displaying their tenacity, stamina, and passion for physical training. This incredible turnout highlighted students' increased enthusiasm and dedication to leading a healthy and active lifestyle. Among the interesting activities that were carried out were Push-ups, Burpees, Lunges and Plank. Every activity was carefully curated to push the limits of physical endurance and showcase the participants' strength and determination. The prize pool offered to the winners was RM220 and the fee was as low as RM10 per person.



*Picture 1: One of the sessions*

There are a few steps in the planning phase of this event – the steps consist of management functions, the first of which is the market selection decision. The organizers

initially wanted to do six exercises namely Push-ups, Burpees, Lunges, Plank, Squats, and Leg Presses. However, after conducting a more in-depth survey amongst the students and from previous events, the organizers only set 4 exercises to prevent unwanted incidences such as injuries to the participants, as the participants would then be required to do things beyond their limit. As organizers, the students should always make market selection decisions because this is something important in ensuring that all events run smoothly and unwanted incidences are avoided.

The next step in the planning process is understanding consumers' needs. During each meeting prior to the event, the organizer included some information gathering to define and specify the ideal activity or type of exercise to be held on the day of the event. This step was taken to address the needs of the participants while also ensuring that the program objectives were met.

The final step is the 4Ps (Product, Place, Promotion, Price). For the product, this event provides benefits to participants such as improved health and a sense of healthy competitiveness. This event was hosted at the gym in UiTM Seremban 3 because it has all of the necessary equipment for the students to carry out the planned activities. The organizers chose Instagram as a promotional medium for their event. This is because Instagram has a great influence in promoting events like this, and it may help to raise event awareness among individuals while also attracting them to participate. As for the price, the organizers planned cash incentives for participants who won the activities. This was done to entice students to attend this event. This is an example





of smart marketing because giving rewards encourages students to compete more intensely and aim at winning the activity.

Overall, UiTM Fitness Challenge was a successful event which ensured the marketing objectives were achieved by the students. All the participants and spectators felt satisfied with all the games and activities. Organizing this event also provided some entertainment and enjoyment to the students during their free time.

Picture 2: The advertising tool

---

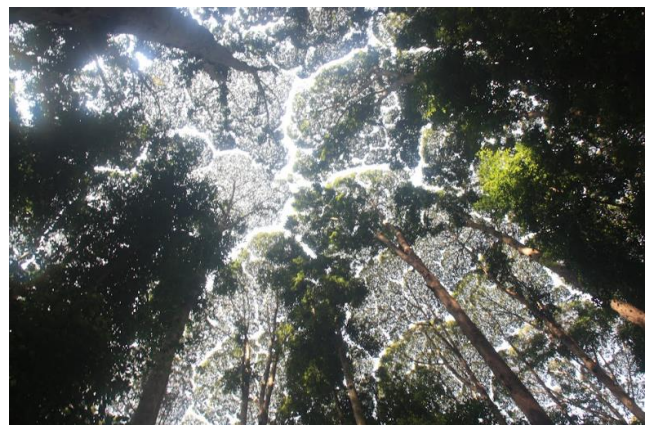
## BACK TO BASICS: A TOUR TO FOREST RESEARCH INSTITUTE OF MALAYSIA (FRIM)

Dr Radzliyana Radzuwan  
Faculty of Sports Science & Recreation

Today's younger generation are keen to be exposed to the rapid growth of technology. Their attention seems to be geared more towards gadgets and electronic devices including phones and tablets. Moreover, with the development of Artificial Intelligence (AI) and hundreds of Apps, the students learn almost everything from the screen or through virtual reality instead of experiencing it through the real world. Taking it as a challenge to do something distinctive, a group of students from the Faculty of Sports Science and Recreation and their lecturer decided to take a tour at Forest Research Institute of Malaysia (FRIM) which is in Kepong, Kuala Lumpur. Although the main purpose of the tour is to accomplish the subjects' requirements, the students learnt something more precious beyond that. The tour provided students with opportunities to gain knowledge from the experts and share experience, which they otherwise would not be able to obtain in the classroom. In fact, when it comes to visiting places for leisure or recreation, students prefer to go to modern, attractive, and new places rather than visiting something that is more related to nature, history, culture, or traditions.



*Picture 1: Wild ants*



*Picture 2: Trees reaching the sun*

FRIM provides lots of information and services to create awareness as well as to educate visitors about mother nature. Regardless of how modern or developed a country is, we still need to appreciate and recognize the other living creatures that give the planet its equilibrium. Moreover, saving the environment through limiting waste and by implementing recycling is very important. Frankly speaking, many of us may come across the three different bins for recycling often enough, but only few of us really understand the impact of recycling. At FRIM, for instance, it is

almost impossible for visitors to find a bin. We are urged to keep our own trash and discard it in proper bins after leaving FRIM. This concept is applied to educate visitors to be more responsible by taking their rubbish with them and leaving FRIM as they found it when they arrived.



Picture 3: Entrance to FRIM Gallery

As a conclusion, change for a better starts from within. It does not require any hard work. Although, these days people are competing to become the best, the most successful and the most popular, sometimes we need to go “back to the basics”. Nature will not last forever - what we earn today may not last long, especially for the next generation. Therefore, we need to be more grateful and use whatever we have today wisely.



Picture 4: One for the memory

---

## Stay Alive and Kicking: De-Stress at Work for a Balanced Lifestyle

Haslinda Noradzan, Wan Aryati Wan Ghani, Sri Yusmawati Mohd Yunus,  
Dr Nooradilla Abu Hasan  
College of Computing, Informatics and Mathematics  
UiTM Seremban



Early this year, in February 2023, just before the start of the March 2023 academic semester, the Computer Science (CS) department successfully organized a special event for its staff. This event took the form of a lively bowling competition held at Ole-Ole Superbowl Seremban 2. The primary goal was to engage all department members in a fun and interactive activity. In addition, it was imperative to create an opportunity for our department members to detach temporarily from electronic devices and relish genuine, in-person interactions.

The competition commenced at 10:30 a.m. and wrapped up around 1 p.m., with a total of 14 department members participating. The competition was divided into three groups, each vying for one of three prize scores. Surprisingly, the event transformed into a more relaxed and sociable gathering rather than a fierce competition.

The truth is our work often demands long hours and can be quite stressful. Maintaining a healthy lifestyle in such an environment can be challenging. Thus, the idea of hosting similar activities every semester is appealing to keep our adrenaline high. These events also offer a great way to rejuvenate our spirits after extended work hours and keep our energy levels high.

Another factor to consider is the change of Seremban municipality to a city status which was officially granted in 2020, a recognition achieved due to its substantial development progress and growing population. This change in status marked a significant milestone for the city, but it also highlighted the need to balance urban development with the preservation of nature and the promotion of a healthier lifestyle.

The paradox of recovery is discussed in an article by Meister, Cheng, Dael, & Krings in 2022, and it emphasizes the significance of exercise in recovering from work-related stress. It discusses the following key points related to exercise which cover: (1) physical activity as stress relief; (2) impact on cognitive function; (3) routine exercise; (4) social benefits; (5) sleep improvement; and (6) stress reduction techniques.

Furthermore, leisure activities are increasingly becoming a choice nowadays to fill free time and ensure personal health. Murray, Ross and Cannon (2021) describe components of healthy relationships are strong communication skills, a sense of connection, respect, appreciation for differences, a focus on strengths, and last but not least connection to social support and community resources. Friendship and family bonds can also be strengthened while revealing potential and talent through participation in activities like this. Among the leisure activities that are often chosen by Malaysians are indoor games such as futsal, badminton, ice skating, and bowling.

The bowling activity organized by the CS department revealed a strong bond among us, shifting our emphasis towards friendship rather than mere competition. The event concluded with a delightful lunch at the nearby Richiamo cafe. Our conversations took on a more relaxed tone, veering away from work-related topics. As this department-level activity was a first-time event, it received overwhelmingly positive feedback from all of us. The program left a positive imprint on everyone, both individually and collectively, making it a memorable and impactful experience.

We have captured remarkable moments that visually illustrate our journey. Here are some of the pictures to share.



*Picture 1: The united front of teammates competing passionately in the bowling competition.*



*Picture 2: Participants at the bowling competition.*



*Picture 3: The excitement on the lanes as participants aim for the perfect role.*

References:

- Meister, A., Cheng, B. H., Dael, N., & Krings, F. (2022). How to Recover from Work Stress, According to Science. *Harvard Business Review - Digital Article*, 1–10.
- Murray, C. E., Ross, R., & Cannon, J. (2021). The Happy, Healthy, Safe Relationships Continuum: Conceptualizing a Spectrum of Relationship Quality to Guide Community-Based Healthy Relationship Promotion Programming. *Family Journal*, 29(1), 50–59. <https://doi.org/10.1177/1066480720960416>

---

**We at FSR@S3 e-Bulletin**  
**Congratulate and Welcome**



**Tahniah**

**YBhg. Datuk Prof. Ts. Dr.  
Shahrin Sahib @ Sahibuddin**

atas pelantikan sebagai Naib Canselor Universiti Teknologi MARA  
berkuat kuasa mulai 2 November 2023

*(Source: UiTM News Hub, 2<sup>nd</sup> November 2023)*

---

eISSN 3009-1500



9 773009 150007