

Volume 3 (2025)



# RMU e-Bulletin



**Research Management Unit**  
Universiti Teknologi MARA Cawangan Kedah

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# Embracing New Horizons: A Fresh Start for 2025



As we stand at the threshold of a new year, I welcome you to RMU4U Third Edition (January 2025). The start of a new year symbolizes renewal, an opportunity to recalibrate our aspirations and refresh our collective commitment to academic excellence, research endeavours, and impactful scholarly contributions.

The year 2024 saw significant progress within our academic and research community. It was a testament to the passion, perseverance, and creativity of all members of the UiTM Kedah family. As we reflect on those accomplishments, let us also look ahead with determination to elevate our efforts in research, publication, and innovation. Let 2025 be the year we chart new pathways for discovery and collaboration, bringing our work to greater heights.

This year, I encourage all of us to reaffirm our scholarly goals by setting clear, measurable targets for research outputs, impactful writings, and knowledge sharing, aiming to contribute meaningfully to society both locally and globally. Let us strengthen research collaborations by building networks across disciplines, faculties, and institutions to foster cross-disciplinary solutions to real-world challenges. At the same time, we must focus on innovation by exploring new ideas, embracing digital tools, and pioneering creative solutions that align with global trends and local needs. Above all, let us support each other by sharing expertise, mentoring the next generation, and collaborating to overcome challenges, creating a thriving research ecosystem where everyone uplifts one another.

Let this be a year where we balance ambition with reflection, passion with purpose, and innovation with impact. The Research Management Unit (RMU) remains steadfast in supporting your research journey through resources, platforms, and opportunities for growth.

As we embark on this new chapter, I wish each of you the strength to pursue your aspirations and the resilience to overcome any obstacles. Together, let us make 2025 a year of breakthroughs, achievements, and shared successes.

**Here's to a productive and inspiring year ahead.**

Sincerely,

*Prof. Dr. Roshima Said*

**Acting Rector, UiTM Kedah**



# A Message from the Chief Editor

Dear Readers,

I am pleased to announce the return of the RMU4U Bulletin with Volume 3, showcasing a diverse array of academic inquiries and professional perspectives across multiple themes. This edition continues our commitment to facilitating intellectual exchange and presenting research that engages with contemporary issues.

In this volume, the Law & Policy theme stands out with the highest number of contributions, featuring 14 papers that explore significant aspects of governance, justice, and societal well-being. These papers highlight the role of legal frameworks and policies in addressing current challenges and contributing to societal development.

Highlighted works include topics such as "Enhancing Access to Justice: The Role, Challenges, and Future of Small Claims Courts in Malaysia" and "Environmental Public Interest Litigation: Broadening Locus Standi to Safeguard Collective Interests," which examine the evolving landscape of legal rights and public interest. Additional discussions, such as "Alternative Dispute Resolution (ADR) in Islamic Banking and Finance in Malaysia" and "Balancing Nature and Faith: Protection and Conservation of Water Resources from the Perspective of Islamic Law," shed light on the interplay between ethics, faith, and law in addressing societal challenges.

In addition to the focus on Law & Policy, this issue covers a range of topics that contribute to understanding innovation and societal change. Articles such as "AI-Driven Recommendations in Mobile Shopping Apps, Podcasts, Animations & Gen Z: Revamping Organizational Behavior Learning, and The Role of Social Media in Shaping Islamic Entrepreneurship" explore the intersections of technology, education, and culture in today's world.

This edition represents the collaborative work of our contributors, whose insights and expertise have shaped the content of this bulletin. We encourage readers to engage with these ideas and consider their implications for further research and practical applications.

I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

Thank you for being part of this endeavor. Let us continue to learn and exchange ideas

Warm regards,

Dr Azyyati Anuar  
Chief Editor, RMU4U E-Bulletin







# PETFLUENCERS IN THE DIGITAL AGE

**Qatrunnisa Shariff & Nazirul  
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A rise of "petfluencers" has taken over social media, where furry ones with thousands of followers sway trends and consumer behaviour in the digital world just like any other human influencer by promoting products and services. According to Smith and Johnson (2023), a petfluencer is usually an animal (a cat, dog, or other domestic pet) that has gained considerable attention and influence through social media platforms. These pets are often managed by their owners, who curate content that showcases their personalities, behaviours, or specific niches, creating a digital persona that resonates with audiences worldwide (Williams, 2022). The appeal of petfluencers lies in their ability to evoke positive emotions, often through cuteness, humour, or relatability. The rise of petfluencers is mainly due to the viral nature of social media, especially on platforms like Instagram, TikTok, X, and YouTube, where visual content plays a big role in attracting attention. In this digital space, pets are not just featured in content but actively shape trends and build communities (Carter and Holmes, 2022). As a result, these pets have become more than just internet sensations—they are now cultural icons, influencing consumer habits and lifestyle choices with their cuteness (Davis and Lee, 2024).



The Grumpy Cat, who managed to penetrate social media for its grumpy facial expression, sadly passed away.



The famous Pororo from Indonesia has gone viral for its steady behavior in front of the camera and collaboration with various brands.

This “cuteness effect” is especially strong in social media surroundings that are typically dominated by emotional content (Henderson and Lee, 2022). Pets that display endearing behaviours or have striking physical features become symbols of innocence and joy, which increases their ability to foster deep emotional connections with followers (Griffiths and White, 2024). This emotional connection with consumers is so important in the world today because research has proven that consumers are more likely to connect with brands or make purchasing decisions when they are connected or engaged with the content personally or emotionally (Kumar, Singh, and Patel 2023). As for petfluencers, that's where the cuteness factor not only translates to engagement such as likes and shares through reposts or user-generated content, but also turns into better brand loyalty. The petfluencers are widely used in digital marketing strategies as the craze for petfluencers continues to grow among brands and is highly easy to gain traffic. From pet products to lifestyle items, consumers tend to project the emotional gratification they receive from adorable pet content onto brands, leading to better click-through rates and increased revenue (Miller and Thompson, 2024).

To summarise, petfluencers have emerged as a distinct and influential force in the digital marketing landscape. They serve as powerful tools to engage closely with the audience. They are potent growth drivers across the pet industry as well as across various consumer industries, creating new ways for brands to connect with consumers. Credit to owners of petfluencers and the main character—the pet itself—the economic ripple effect extends to them, who often generate substantial income through brand partnerships, paid content, and affiliate marketing, thereby contributing to the broader gig economy (Jones, 2022).

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Qatrunnisa Shariff holds a Master's degree in Visual Communication and New Media from UiTM Shah Alam. She also has 10 years of industry experience as a graphic designer for a theme park and social media manager and digital marketer in Malaysia's renowned animation companies, such as Animonsta Studios Digital Durian Studio. She has a profound interest in character design, illustration, and social media marketing. Currently, she works as a lecturer at UiTM Kedah. She is looking forward to nurturing character design illustrations into social media personas.

Nazirul Mubin bin Awang Besar is a passionate researcher, writer, and academician in the field of graphic design. Holding a Master's degree in Visual Communication and New Media from UiTM, his work focuses on exploring what more can be done with design, art, technology, and the field of Islam. Nazirul has extensive experience as an art director in top agencies in Kuala Lumpur, and he now dedicates himself to teaching and mentoring future designers. Driven by a love for culture and creativity, Nazirul is deeply focused on exploring innovative intersections between design, art, technology, and Islamic thought, seeking new possibilities for creative expression and cultural impact.





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