

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





ART APPRECIATION FOR BEGINNERS

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Art appreciation is about learning to look at, understand, and connect with art in meaningful ways (Barry, 2020). It entails honing the abilities to scrutinise and interpret various art forms while also comprehending the historical and cultural circumstances that shaped their creation. By engaging with art in this way, individuals can deepen their understanding of themselves and the world around them. For beginners, it involves observing, interpreting, and valuing art in a way that is personal and enriching. Through art appreciation, individuals can also gain a greater appreciation for the creativity and expression of artists, as well as the diverse perspectives and emotions that art can evoke. This process allows for personal growth and a deeper connection to the beauty and complexity of the human experience.

Art can come in many forms—painting, sculpture, photography, architecture, or digital media. According to Van Geert and Wagemans (2020), each form offers a unique opportunity for individuals to explore different themes, styles, and techniques, expanding their artistic horizons.

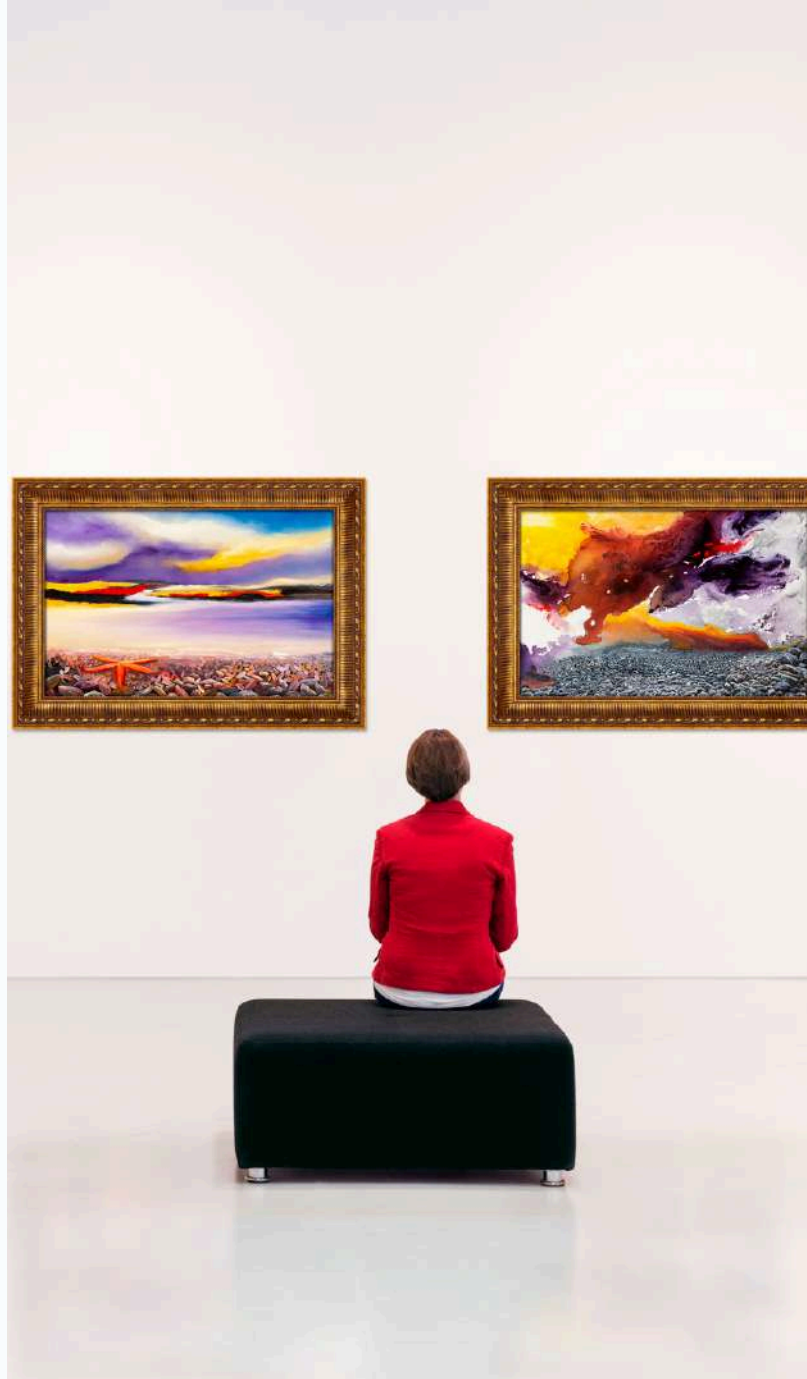
- **Tailored Coverage:** Offering personalized plans tailored to your individual requirements.
- **Affordable Rates:** Competitive pricing that maintains high quality standards.
- **Expert Support:** Access to professional guidance from seasoned agents.
- **Fast Claims:** Streamlined and trouble-free claims procedures for rapid assistance.
- **Customer Satisfaction:** Committed to providing exceptional service and safeguarding our clients.



Meanwhile, Gustlin and Gustlin (2023) have compiled a list. From this perspective, they have identified five key elements of art appreciation:

- **Cultural Context:** Art provides insight into the values and beliefs of societies by reflecting the culture and time period of its creation.
- **Materials and Techniques:** The choice of materials and techniques conveys meaning and affects the interpretation of art.
- **Beauty and aesthetics:** Concepts of beauty vary significantly across cultures and are crucial to understanding diverse art forms.
- **Symbolism and Purpose:** Art often contains symbols and serves purposes beyond mere decoration, like storytelling or ritual.
- **Artistic Expression:** Each piece of art is a unique expression of the artist's inner world and experiences, revealing personal and collective identities.

By engaging with a variety of art forms, individuals can cultivate a more well-rounded and nuanced appreciation for the richness of human creativity and expression. A beneficial first step in appreciating art is to slow down and really look at it. Notice the colours, shapes, textures, and lines. Consider the arrangement and interaction of these elements. Is there symmetry, or does it seem unbalanced? Is it realistic or abstract? Paying attention to these aspects helps you understand what the artist might be trying to convey. Additionally, delving into the historical and cultural context of the artwork's creation can yield valuable insights into its meaning and significance. Furthermore, seeking opportunities to discuss and analyse art with others can lead to a deeper understanding and appreciation for different perspectives and interpretations.



The next step is interpreting what you see. Ask yourself: What is the subject of the artwork? Does it tell a story or evoke a feeling? Art often has a purpose, and understanding it can deepen your appreciation. By considering the techniques and materials used by the artist, you can gain a better understanding of their creative process and intentions. Engaging with art through various forms of media, such as books, documentaries, or museum exhibitions, can also enhance your knowledge and appreciation of different artistic styles and movements. It could serve to celebrate beauty, communicate a message, or challenge viewers to think in a new way.



Understanding the context of art's creation is a crucial aspect of appreciating it. Knowing the artist's background, the time period, and the culture can help you see the work through a new lens. This deeper understanding can enhance your overall enjoyment and appreciation of the artwork, allowing you to connect with it on a more profound level. Additionally, engaging with art can also lead to meaningful conversations and connections with others who share your interest in creativity and self-expression. For example, Vincent van Gogh's swirling, emotive brushstrokes make more sense when you learn about his struggles with mental health. In contrast, a piece of Japanese woodblock art may reflect the beauty of everyday life in the Edo period, which valued simplicity and nature.

Finally, remember that art appreciation is a skill that grows over time. Although it's normal to feel unsure at first, seeing more art will help you understand what you like and why. Visit museums, look at art books, or explore online galleries to expose yourself to different styles and artists. And above all, trust your own reactions. Art is a deeply personal experience, so don't be afraid to form your own opinions and interpretations. The more you engage with art, the more enriched your life will become as you discover new perspectives and emotions through different pieces. Art is meant to be felt as much as it is seen, so let yourself connect with it on a personal level. Through this journey, you'll discover that art appreciation is not about understanding everything perfectly; it's about opening yourself up to experience something new.

Reference

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