

Volume 3 (2025)



RMU e-Bulletin



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

Copyright@ is held by the owners/authors. The e-Bulletin RMU4U is published in its original version without editing the content. However, language editing and proofreading have been conducted by the language editor with permission from the authors.

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

Editors : AZYYATI ANUAR (DR)
AZLYN AHMAD ZAWAWI (ASSOC PROF DR)

Language Editors : NUR SYAZWANIE MANSOR (DR)
BERLIAN NUR MORAT
NOR ASNI SYAHRIZA ABU HASSAN
SITI MUKHLISA MOHAMAD KHAIRUL ADILAH
NADIRA M. JAHAYA
FATIN RAHAINA AHMAD SANI
SYAKIRAH MOHAMMED
ROBEKHAH HARUN
MAS AIDA ABD RAHIM
NORLIZAWATI MD TAHIR
AZRUL SHAHIMY MOHD YUSOF
NOR ASLAH ADZMI
NUR HIDYATI ZOLHANI

Design Editors: JUAINI JAMALUDIN
SHAFILLA SUBRI (DR)

eISSN : 2805-47 5X

Published by : Universiti Teknologi MARA
08400 Merbok, Kedah Malaysia

Printed by : Perpustakaan Sultan Badlishah
Universiti Teknologi Mara Cawangan Kedah
08400 Merbok Kedah

e ISSN 2805- 47 5X



9772805 475 000

Table of → Contents

05

Editorial Note

07

Business, Accounting
& Financial

30

Law & Policy

73

IR 5.0

83

Literature & Culture

108

Islamic Scholar
Quote

110

Designer's Thoughts

SECRETARIAT EDITORIAL RMU4U

Patron:

Prof. Dr Roshima Haji Said

Rector UiTM Cawangan Kedah

Advisory Boards:

**Assoc. Prof. Dr Mohd Rizaimy
Shaharudin**

Deputy Rector Division of
Research, Industrial Linkages,
Community & Alumni

Dr Junaida Ismail

Deputy Rector Academic Affairs

**Assoc. Prof. Dr. Noor Zahirah
Mohd Sidek**

Secretary:

Noraini Awang

Editorial Technical Team:

Reza Irwan Othman

Mohammad Fikri Abdullah



**DR. AZYYATI
ANUAR**

Chief Editor



**ASSOC. PROF. DR.
AZLYN AHMAD
ZAWAWI**

Assistant
Editor-in-Chief



**DR. ROHAYATI
HUSSIN**

Managing Editor



**DR. MOHD FAIZAL
JAMALUDIN**

Managing Editor



**DR. NUR SYAZWANIE
MANSOR**

Managing Editor



**ASSOC. PROF. DR. TS.
ABD. LATIF ABDUL
RAHMAN**

Editor



**DR. AHMAD AFIF
AHMAROFI**

Editor



**DR. NURUL 'AYN
AHMAD SAYUTI**

Editor



**DR. HAFIZAH BESAR
SA' AID**

Editor



**DR. NOOR SYAHIDAH
MOHAMAD AKHIR**

Editor



JUAINI JAMALUDIN

Graphic Designer



DR. SHAFILLA SUBRI

Graphic Designer

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





PROJECTING AN IMAGE: HANDBAG AS A PR MACHINE

Juaini Jamaludin & Normaziana Hassan

College of Creative Arts, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia

juaini@uitm.edu.my; normazianahassan@uitm.edu.my



Similar to personal technology devices, handbags have become integral to the "everyday carry" for many individuals, seamlessly meeting daily functional and stylistic needs. However, even handbags with limited practices continue to be highly sought-after items. This trend indicates that handbags possess significant symbolic and aesthetic value, often surpassing functionality and drawing consumers who seek expressions of social standing, identity, and cultural significance.

Although handbags have been extensively analysed within cultural and fashion studies, particularly concerning gender roles and consumer behaviour (Entwistle, 2015; Crewe, 2020), less attention has been given to handbags as strategic tools of self-presentation. Veblen's (1899) theory of "conspicuous consumption" initially presented luxury items as markers of status, while more recent research (Luvaas, 2021; Abidin, 2020)

examines fashion's role on social media in constructing personal narratives. This study builds upon these insights by examining handbags as vehicles for managing public perception, integrating theoretical perspectives from both fashion studies and public relations.

Applying the Jobs-to-be-Done (JTBD) framework from user experience (UX) and business strategy offers an analytical lens to understand how handbags serve multiple roles beyond mere practicality. Although designed primarily to carry personal items, handbags fulfil complex emotional and social functions, such as signalling status, personal branding, and aesthetic expression.

Handbags, akin to clothing, function as extensions of the self. According to Goffman's (1959) theory of self-presentation, individuals consciously manage how they are perceived in social contexts, using objects and symbols to project their desired identities.





Hermès Birkin 30 White Himalaya
Matte Niloticus Crocodile Palladium
Hardware, 2016



Birkin with diamonds



Diamond Birkin Bag

Within this framework, handbags serve as strategic assets, particularly in settings where appearance holds considerable weight. For example, luxury handbags can communicate affluence and social standing, whereas artisanal designs may reflect creativity or a commitment to sustainability. These selections are deliberate choices within a broader cultural narrative and constitute elements of personal public relations.

In Malaysia, handbags have similarly evolved from mere fashion accessories to prominent tools of public relations (PR) for both individuals and brands. With the rise of digital platforms such as Instagram, TikTok, and Facebook, handbags' visibility and influence have been amplified, especially among Malaysian influencers, celebrities, and social media users. For urban Malaysian women, particularly in metropolitan areas like Kuala Lumpur, luxury handbags from brands like Hermès, Chanel, and Louis Vuitton are not only functional but also key symbols of sophistication, affluence, and success. In the age of "Instagram culture," these handbags are frequently featured in posts—whether at glamorous events or in everyday settings—to enhance one's perceived lifestyle and social identity, often increasing online visibility and following. Given the role of social media in Malaysia for networking, self-promotion, and lifestyle portrayal, luxury handbags have become essential PR instruments. Furthermore, in Malaysian consumer culture, handbags convey messages that extend beyond wealth.

Handbags may represent modernity, independence, or cultural identity. Malaysian influencers and celebrities skilfully adopt global fashion trends, often localizing them to align with Malaysian cultural norms. For example, a celebrity might pair a luxury handbag with modest fashion, appealing to both contemporary urbanites and more traditional communities. Additionally, handbags are linked with broader social causes in Malaysia. Luxury brands such as Chanel and Louis Vuitton, popular among the Malaysian elite, are associated with values like philanthropy, sustainability, and women's empowerment.

When Malaysian influencers and high-profile individuals carry these handbags, they may signal alignment with these global values while also promoting wealth. In some cases, Malaysian women may choose specific handbags to express support for movements like sustainable or ethical fashion, contributing to the rise of socially conscious consumerism. This creates a strategic opportunity for luxury brands. In the hands of prominent Malaysian influencers or celebrities, handbags become cultural symbols beyond luxury, embodying ideals like success, independence, and social awareness. Brands capitalise on this by ensuring their products are associated with individuals who align with their desired brand image. By aligning handbags with these larger cultural narratives, luxury brands expand their influence beyond fashion, reaching into lifestyle and values in the Malaysian market.

e ISSN 2805- 47 5X



9772805 475 000

Volume 3 (2025)

RMU
e-Bulletin

Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

