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Kampus Sungai Petani

Faculty of Administrative
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MALAYSIAN STUDIES POCKET READ

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ABSTRACT

People say attending university is a great learning opportunity due to the fact that the students are given the chance to explore and gain new enriching experience. Sometimes it could be an adventurous journey for the new students where it offers a hectic experience that is more than what they had in mind. The university is where the students try to make new friends and fit in and at times, some need to learn how to manage their money especially for their food and public transportation. Some students might even struggle to cook their own proper meals while undergoing meaningful university's events and programs in one semester. With all that in hands, they must not forget their main agenda in university; exploring and digesting new topics, making sense of the unfamiliar terms in their chosen fields, and trying to excel. In a study conducted by Alfian and Othman (2005), it was found that knowledge prior to entering the university is crucial in assisting the student to undertake the chosen courses. In addition, based on the study conducted by Perander et al (2021) the main findings confirmed that starting studies in higher education is challenging for many students. Therefore in order to address negative emotional learning experience among students especially those taking public administration related subjects, Malaysian Studies Pocket Read was created with high anticipation that it can ease the students understanding and unfamiliarity upon terms, related policies, government structure and issues related with national concern. The pocket read came in a petite size, handy and to make it different with other books in public administration, it will be using infographics to explain various terms and policies. The recent study conducted by Becerra-Rodriguez et al (2021) shows that there is a significant improvement in learning scientific topics by using infographics construction. The findings also has been supported by Ozdamli et al.(2016), saying that students think that using

infographics are more understandable and more satisfactory. Moreover, since infographics are easier to remain in minds, it was hope that this kind of teaching method can be more effective and gratifying.

Keywords: students, learning, teaching method, infographics

PROBLEM IDENTIFICATION

In order for students to have an effective learning experience, it is substantial for them to overview on the subjects that they are going to enrol. Some might have better view on the subjects, some might still in vague. For the new students taking public administration related subjects, some of them were *facing difficulties to understand terms, related policies, structures of government and also what are the issues that became national concern*. It is crucial to demonstrate greater attention to both students' affective needs and their understanding on course content to address negative emotional learning experiences as well as safeguarding the students' expectations, satisfaction, and retention in the future.

SOLUTION

As it is not easy to capture student's attention, the lecturers might potentially come up with an innovation that focusing on creation of books that using *infographics* on public administration related subjects as images will help students to store the information longer and at the same time works as motivational driver in learning new things. Therefore, in response to the above problem, *Malaysian Studies Pocket Read* is created. By using infographics to explains terms related with public administration, this teaching method can makes the conventional forms of lecturers to be easily understandable. We are very optimists that this product can ease students' understanding the subjects focusing on the terms, related policies, structures of government, and also issues related to the national interests. As an educator, it is crucial to ensure students are able to grasp at least the basics of any subjects.

OBJECTIVES

The Malaysian Studies Pocket Read serves several objectives. To begin with, this product has been designed to provide assistance for students to have *better understanding* on public administration related subject. By using infographics, this product will provide a brief knowledge on public administration related subject such as the structure of Malaysian Parliament, the existing Malaysian Policies, the structure of Malaysian government and also the issues related with national interests. In addition, this product may help students to strengthen their *writing abilities* and also to improve vocabulary on related terms. As students need to answer in essay forms during test or final exam, this product may assist them to write better.

NOVELTY

For novelty, this product will create *extra excitement for students, lecturers and the public*. To begin with, this product consists of six pocket books with six different titles. The books are different than the ordinary books as it comes in a *mini version*. In addition, as the size is

small and handy, it can be *kept in bag and ready to be brought anyway*. Either students, lecturers, or even the public, they can enjoy this pocket book anywhere such as at the bus stop, at the restaurant while waiting for foods or even in any public transportation. Furthermore, as it contains plenty of visual and images, the product is *easily deciphered* and definitely able to *spark joy* to those who reading it.

IMPACT / USEFULNESS

To begin with, Malaysian Studies Pocket Read will be useful for *students especially to those preferred visual learning* as this product contains plenty of infographics on public administration related subjects. In addition, this product may as well be useful for *public* who intends to enrich their knowledge on Malaysia in the hassle-free way, as it is more into infographics and thus make it something pleasant to read.

EFFECTIVENESS OF INNOVATON

In order to measure the effectiveness of the product created, hypothesis will be tested.

H₀: There is no significance difference between student's pre and post marks of test on Introduction to Public Administration

H₁: There is a significance differences between student's pre and post marks of test on Introduction to Public Administration

COMMERCIALIZATION POTENTIAL

Since the product has been advertised in the social media, it started to received high demands from students, lecturers and public. As this mini version of books are *practical, captivate and graspable*, it had created impression among potential buyers that this Malaysian Studies Pocket Read is a worth getting book.

MARKETING AND FUTURE PLAN

The marketing and future plan are as below:



Advertisement

Facebook, Instagram, Whatsapp



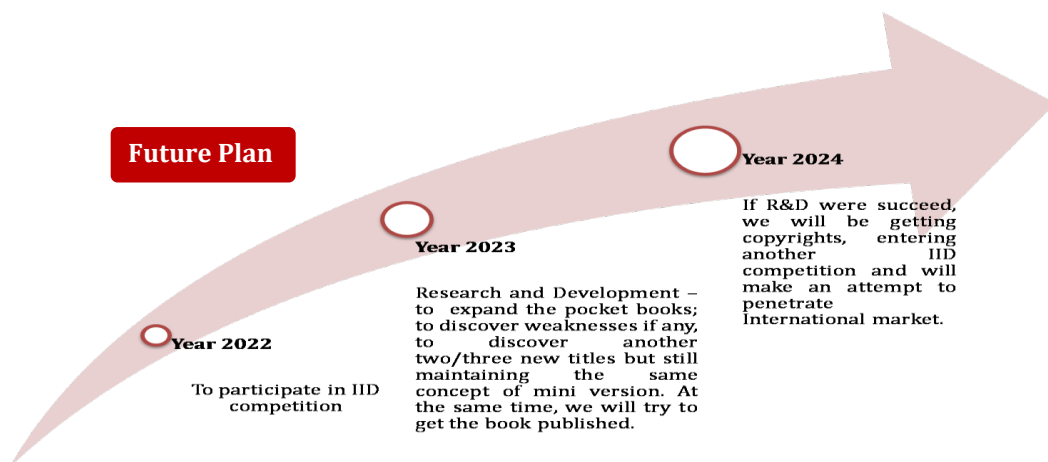
Placing an Order

Google Forms



Payment Method

Online Banking



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