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# I-RoLE 2023

INTERNATIONAL CONFERENCE OF  
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:  
EMANCIPATING THE LANDSCAPE  
OF RESEARCH IN LINGUISTIC,  
LANGUAGE AND LITERATURE**

**13 - 14 MARCH 2023**

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## THOUGHTS BY HER SOUL BOOKMARK

Nur Anis Liyana Mat Aris<sup>1</sup>, \*Zainab Mohd Zain<sup>2</sup>, Juritah Misman<sup>3</sup>, Shareenie Shera Binti Abdul Hamid<sup>4</sup>, Nik Narimah Abdullah<sup>5</sup>

<sup>1,2,3</sup>Academy of Language Studies, Universiti Teknologi MARA Melaka

<sup>4</sup>Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Melaka

<sup>5</sup>Faculty of Art and Design, Universiti Teknologi MARA Melaka

<sup>2</sup>zainab500@uitm.edu.my

\*Corresponding Author

### ABSTRACT:

The creative writing industry has many branches regardless of what language it is written in, including poetry, short stories, novels, memoir, and others. This project aims to help the public through self-expression and uncover the language influence in purchasing an item among the general society. Therefore, this study provides motivational encouragement for book readers through the creation of creative writing-based bookmarks featuring thoughts and quotes for "Thoughts by Her Soul". Besides selling it in bookmark form, it has been posted the thoughts and quotes on the project's Instagram account for the public to read. Moreover, the account is also used to promote the bookmark. This project has conducted an online survey to collect quantitative data and to identify opinions of the public in several areas. The findings revealed that language has influenced the decision of the society to purchase the bookmark.

**Keywords:** Bookmark, Self-expression, Creative writing, Language influence, Thoughts

### 1. INTRODUCTION

English has been recognised as the second language in Malaysia, as stated in Article 152, and has been given full consideration (Nor Hashimah, 2008, as cited in Mohd Nazri Latif Azmi, 2013). Most Malaysian students are bilingual. Bilingualism is the ability to acquire or use more than one language for communication and has been broadly characterised as bilingualism (Hamers and Blanc, 1983, as cited in Soh et al., 2020). Malaysians have been studying English from kindergarten until secondary school. Moreover, English is frequently used in lectures even at school or college level.

In addition, people have been exposed to multiple types of creative writing. You may express yourself and what you're feeling through spoken word, poetry, writing, and creative writing. As stated by Cleveland Rape Crisis Center (2020), writing, and reading thoughts can help give reality to the intangible feelings and emotions you have. They allow you to express your emotions in a clear and honest way. Moreover, it is also known as a way of giving expression to our thoughts, beliefs, experiences, emotions and known as self-expression, and it is at the core of all artistic endeavours. Self-expression has several advantages, and each person will experience various advantages. According to Melissa (2020), it is also used therapeutically because, via self-expression, we are better able to comprehend our issues, concentrate on solving them, and locate the answers we require. Knowledge or experiences that we share for the benefit of others might be part of our self-expression. Through our writing, we could assist someone else feel less alone or provide insightful advice. Therefore, I am coming with the idea of this project,

Thoughts by Her Soul. I am making thoughts as self-expression and motivational support through social media posts and selling it in bookmark form. This project aims to help others through creative writing besides raising language and creative writing as an influence or factor for the customers to purchase the bookmark.

### **1.1. Project Objective / Purpose**

The objective of this project is to sell bookmarks to specific target audience. Moreover, the objective is to produce relatable thoughts and quotes that can be understood by customers and create bookmarks that are different from normal bookmarks, in terms of their quality and design. The purpose of this project is to spread positive messages to buyers through the thoughts and quotes that are originally written by the writer. Another objective is to sell high quality yet stylish bookmarks. Furthermore, the objective is to make language or creative writing to be the main influence the buyers to buy the bookmarks besides of its unique design and high quality. Besides helping the buyers to mark their book page after reading and keeping in track of how far they have read, it is also to make their reading experience more enjoyable with beautiful and meaningful bookmarks.

### **1.2. Entrepreneurial Opportunities**

People who enjoy creative writing as well as those who write and read books are the potential customers to this bookmark project. After creating 7 thoughts based on 7 quotes, the creator produced bookmarks from the thoughts and quotes that have been made and it will be sold at a reasonable price. It has been promoted on the project social media account and creator's personal account on Instagram and WhatsApp. In the future, the thoughts and quotes can also be compiled into an e-book. Furthermore, collaboration with book authors to design their bookmark and partnership with wholesale buyers and bookstores for sales purposes are also possible.

### **1.3 Problem Statement**

Mental health and addiction problems are no longer an issue that is rarely encountered in the community. It is a situation that can be faced by people of all ages, especially adults. As stated by Elizabeth (2019), we hide significant parts of who we are when we don't express ourselves, which makes us struggle and causes us long-term mental and emotional suffering. Therefore our anger develops into anger and loneliness develops into depression. For that reason, self-expression is essential to our life and is required of us. Yet, not so many people know that creative writing may help them to ease their struggle including self-expression through thoughts from a variety of experiences, lessons, and others. Nevertheless, nowadays the majority of people in the world are purchasing items based on their own preference that define whether they would buy a product. The usual factors for them are its quality, design, size, price and others. However, language is barely known as one of those main factors. Since it has been witnessed and experienced that purchasing an item due to several factors excluding language. It is important in making a survey to identify if language can influence intention in buying creative products in society.

## **2. METHODOLOGY**





## 2.1 Data Collection

A Google Form was used to gather the data from the general public. People voluntarily filled out the survey questionnaire. Moreover, 13 questions regarding bookmarks and 6 questions regarding language influence are presented for them to respond on the Google Form to provide data related to language influence purchasing intention in buying the bookmark among the respondents. In the questionnaire, participants were asked if they read books and if they use bookmarks, which helps in giving data to confirm that there would be potential customers for the product. The google form was distributed to the public which ranges from 12 to 30 years old through social media, which is Instagram, WhatsApp and Telegram.

The chart below illustrates the four phases of project development for Thoughts by Her Soul:



## 2.2 Data interpretation & analysis

An online survey was conducted to collect quantitative data from the public. This provides an idea of what they like and prefer, and what will be needed to prioritize and enhance for the bookmark based on the feedback. A quantitative research approach focuses on measuring and analyzing variables to produce findings; it entails using numerical data and its analysis using particular statistical techniques to respond to questions like who, how much, what, where, when and how many (Apuke, 2017). After the participants answered the questionnaire, the bookmarks will be made based on the data given from google from.

## 3. RESULTS AND DISCUSSION

### 3.1 : Respondents' feedback on bookmark usage.

Do you read book?

146 responses

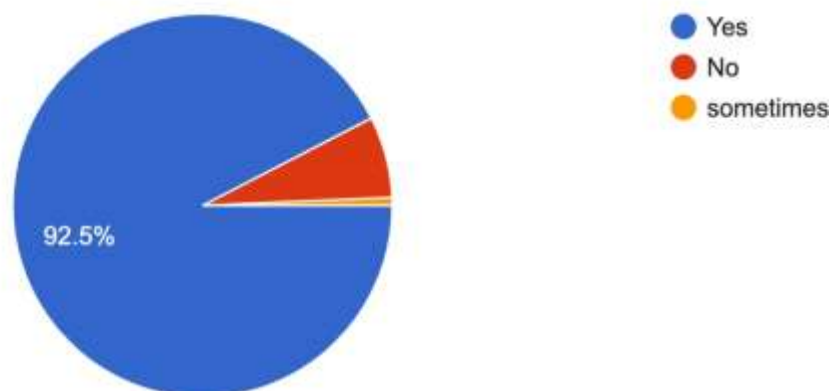


Figure 1 response to: Do you read book?

Figure 1 shows that 135 out of 146 respondents read books. However, 10 respondents stated that they don't read books. Since most respondents said they read books, it is clear that this

project can be accomplished since the target customers are regular readers.

### Do you use bookmark to mark the page?

146 responses

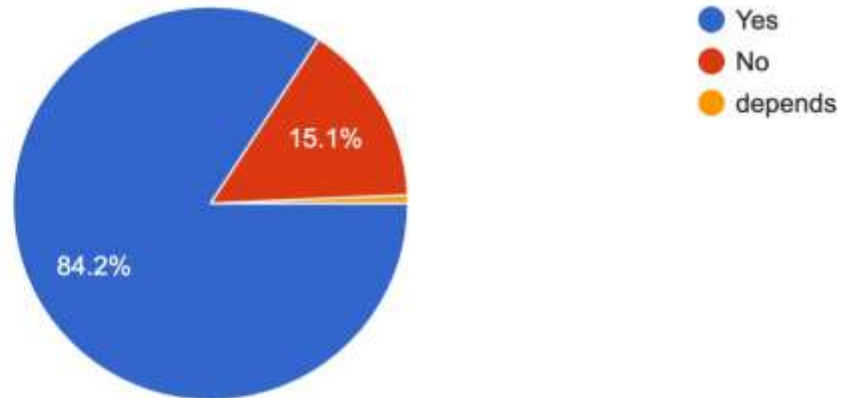


Figure 1.2 response to: Do you use bookmark to mark the page?

As demonstrated in Figure 1.2, 123 out of 146 participants claimed to utilise bookmarks to mark their page after reading. Nevertheless, 22 respondents said that they do not use bookmarks after finishing the reading. As the majority of the respondents use bookmarks, it shows that this project has a chance of success since there is a market for bookmarks.

### In my opinion, the quotes and thoughts in the bookmark can motivate me a lot.



146 responses

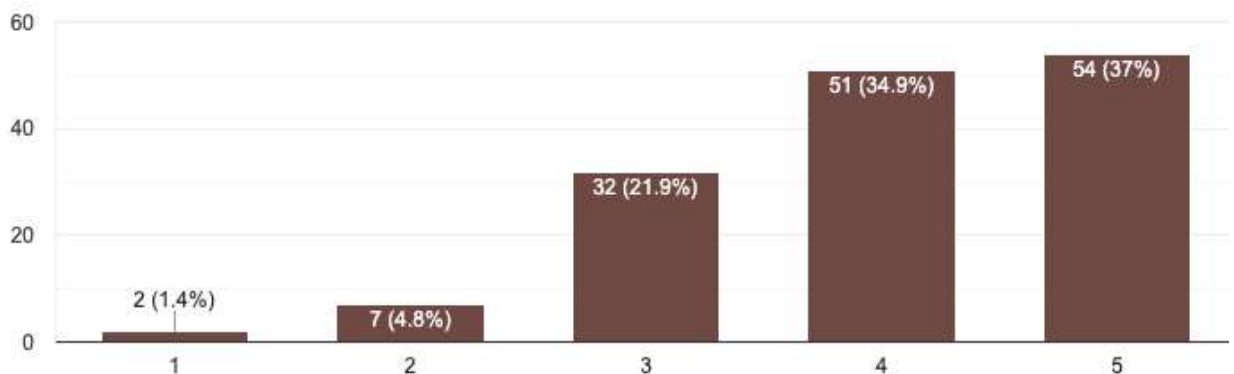


Figure 1.3: Respondents' opinion on does quotes and thoughts highly motivate them.

According to Figure 1.3, 54 respondents out of 146 strongly agree that the quotes and thoughts can motivate them a lot. On the other hand, only 2 survey respondents strongly disagree that the quotes and thoughts in the bookmark can highly motivate them.

### 3.2 : Respondents' feedback on language influences intention in buying a bookmark. The quote and thought in a bookmark attract me to purchase the bookmark.

146 responses

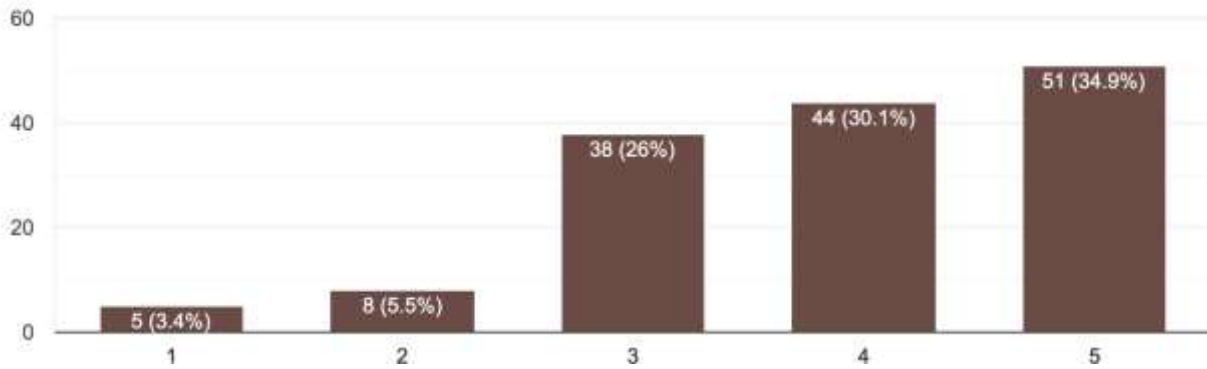


Figure 1.4: Language influences intention in buying a bookmark.

The data displayed in Figure 1.4 shows from 146 respondents, 51 respondents strongly agree that language through quote and thought attract them to purchase the bookmark. However, based on the data, 5 participants strongly disagree that the quotes and thoughts influence them to buy the bookmark.

## 4. CONCLUSION

In summary, this study determined that language influences intention in purchasing bookmarks among society. Apart from helping the customers in marking their page, the thoughts and quotes written on the bookmark can also help in motivating themselves. Based on the study's findings, it can be inferred that language is one of the factors in purchasing bookmarks along with other factors for example price, quality and design. It is discovered that language influences society's decision to purchase the bookmark.

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