



Cawangan Negeri Sembilan
Kampus Seremban

FACULTY OF SPORTS SCIENCE AND RECREATION

"Where sports and knowledge come together"



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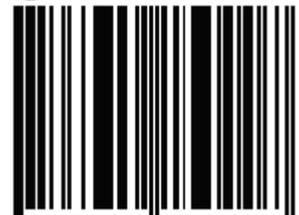
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WELLNESS X-16, UiTM SARAWAK

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Many students today believe that sports can only be done by jogging, playing games using sports equipment, and going to the gym. However, undergraduate students in semester 3 from the Faculty of Sports Science and Recreation at UiTM Sarawak Samarahan Campus made the effort by organizing the event "WellnessX16," which took place on January 5th, 2023 at UiTM Kota Samarahan 1. Wellness X-16's major goal is to fulfil the criteria of the SPS500 (Applied Physical Fitness and Wellness) curriculum by promoting physical and mental health to individuals and communities of all races, religions, and backgrounds.

Besides helping the students meet the requirements of the SPS500 (Applied Physical Fitness and Wellness) subject syllabus, this programme also encouraged the students to participate in sports and recreational activities, apply elements of a healthy lifestyle to the community, and stimulate their minds to be active, productive, innovative, and motivated. Furthermore, the fostering of friendship among the participants helps to establish an atmosphere of peace, goodwill, and thoughtfulness. Finally, this event draws one closer to the people around them and encourages healthy interaction to foster strong social interactions.

There was a group workout activity hosted at the Jubilee Hall at the UiTM Samarahan Campus. This activity was supplemented by six other types of group exercises: Zumba, Kickboxing, Hip Hop Aerobics, Pilates, Strong Zumba, and Qi Gong. Each workout category was led by two persons. Each category was accompanied by two songs. More than 400 students, teachers, and staff from the UiTM Sarawak Samarahan campus attended this event.

In conclusions, WELLNESS X-16 activities are closely related to media strategy because they use social media such as Instagram, Facebook and Tiktok as their platform to promote their activities. With this method, they managed to attract the attention of the public and inform them about the details of the activities that will be carried out. In current times, people prefer to enjoy social media during their free time, so their move to disseminate information through social media is very effective and attracted more people to join this activity. In addition, they also distributed flyers a week before the activity took place.

The students also used banners as their platform to introduce their activities. When the activities were carried out, the banners served as sources for more details because the larger the size of the banner used, the clearer the information about the activity being carried out. In addition, a Google form link as a public registration platform was also used to jointly make this activity a success. This made it easier for committee members to examine and determine how many members were participating in this activity.



Picture 1: Compilations of the event photos