



Creative Art  
Social Sciences  
International  
Conference



**Empowering sustainability  
through creative,  
innovative & digitalization  
for societal well-being and  
economic growth**

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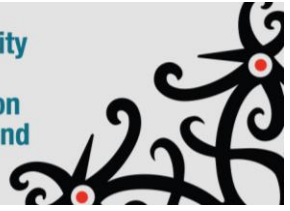


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## CREATIVE ARTS & SOCIAL SCIENCE INTERNATIONAL CONFERENCE (CASSIC 2025)

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## Creative Art & Design

010-003

# Redefining Interior: Sustainable Design Innovations for Health, Security and Environmentally Well-Being

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## ABSTRACT

The increasing emphasis on creating healthier living environments has led to a demand for innovative interior design solutions that prioritize personal health, security, and sustainability. This study explores the integration of smart, sustainable innovations in Malaysian residential interiors, offering a fresh approach to enhancing well-being while aligning with the Sustainable Development Goals (SDGs). Through a qualitative research methodology, a series of case studies were conducted, focusing on new advancements such as smart ventilation systems, bioactive materials, and adaptive lighting technologies that the elements not widely adopted in the local market. Data was gathered through observations, interviews with interior designers, and the review of cutting-edge sustainable design practices in both Malaysia and internationally. Findings reveal that incorporating features like automated air purification systems, eco-friendly materials, and biometric security systems has a significant impact on creating healthier, safer, and more secure living environments. Additionally, the research identifies that bio-integrated design elements, such as living walls and strategic use of natural light, are highly effective in reducing stress and promoting mental well-being among residents. This research contributes to the emerging field of smart, sustainable interiors in Malaysia by showcasing how advanced design innovations can address health and security challenges in ways that are both practical and scalable. These findings are particularly relevant in a local context where the adoption of such technology and sustainability measures is still in its early stages. The study also highlights the potential for energy savings and enhanced indoor air quality, positioning sustainable interiors as a vital component of urban living in Malaysia. By introducing locally relevant, innovative strategies for healthier living, this study serves as a key resource for interior designers, architects, and policymakers aiming to foster residential environments that support holistic well-being. The findings advocate for a paradigm shift in Malaysia's interior design practices, integrating health, security, and environmental sustainability as core principles for future development.

**Keywords:** Sustainable Interior Design, Health and Well-Being, Biometric Security, Environmental Sustainability and Sustainable Development Goals (SDGs).



Creative Art & Design

013-006

## Meditative Painting on Overweight Females' Garments

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### ABSTRACT

This study focused on improving the body outlook of overweight young adult females through the use of meditative painting with the enhancement of optical illusion. The reason behind using meditative painting as prints on the garments was to give a positive psychological effect on these overweight young women as they are subjected to body shaming. It is important to note that the four main design elements in fashion are very important in this study as it becomes a guide in ensuring that the designs fit the needs of overweight young adult females. The methods used were observations, survey and experiments. Observations were made at MRT Stations from Kajang all the way to TTDI stations, Pavillion Mall Kuala Lumpur, Mytown Mall, Cheras, Pasar Seni Kuala Lumpur, Fahrenheit 88 Art Gallery, Rex KL Art Space, Bangi Gateway Shopping Complex, Suria KLCC and One Utama Shopping Complex to observe what plus size young adult females like to wear, the clothing items they choose for themselves, the types of fabrics they prefer as well as observing their colors, silhouette and design preferences. A survey questionnaire was utilized to identify overweight young adult females' buying behavior as well as their clothing and design preferences. Meditative painting prints inspired from optical illusion on overweight females' garments are applied. Results indicated that the respondents felt good from wearing the garments that had the elements of meditative painting. The four design elements which are color, line, shape and material/texture play a huge role in making sure that the garments are successful. These four design elements were divided into aesthetic, usability and technology. This was conducted to fulfill the needs of an overweight young adult females, to ensure that their bodies appear slimmer and feel comfortable and confident about themselves.

**Keywords:** Overweight, Meditative Painting, Optical Illusion, Young Adult Females.





Creative Art & Design

023-007

# The Impact of Buddhist Art on the Evolution of Painting Techniques in the Jin Dynasty of China

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## ABSTRACT

This paper examines the impact of Buddhist art on the evolution of painting techniques during the Jin Dynasty of China through a comprehensive exploration of historical materials and case studies. The introduction of Buddhist art into China is traced, with particular focus on the defining features of the early Gandhara and Mathura styles of Buddhist art. The Gandhara style is marked by its Greco-Buddhist influence, featuring naturalistic depictions, intricate drapery, and expressive three-dimensionality, while the Mathura style emphasizes indigenous Indian artistic traditions, characterized by robust forms and symbolic iconography. These styles played a pivotal role in inspiring innovations in Chinese painting techniques. The diversity of local Chinese painting traditions prior to Buddhism's arrival, such as expressive figure painting, imaginative landscape composition, and traditional techniques like line drawing and color application, is explored. The introduction of Buddhist themes catalyzed innovations in painting, including storytelling composition, enriched line textures, and symbolic color schemes. Using observation, case studies, and comparative methods, representative Jin Dynasty paintings are analyzed to reveal how Buddhist art reshaped painting practices. The findings highlight that Buddhist art was a transformative force, integrating foreign artistic elements with local traditions, thereby marking a key turning point in the development of Chinese painting techniques during the Jin Dynasty.

**Keywords:** Buddhist Art, Chinese Jin Dynasty Painting, Cultural Exchange.



## Creative Art & Design

027-010

# Visualising Nationhood: Defining National Identity of Malaysia Day Stamps through Semiotic Analysis

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## ABSTRACT

Stamps can act as ambassadors or windows for countries, serving as miniature forms of visual communication that effectively convey political ideologies, and cultural narratives. Although postage stamps in Malaysia have significantly shaped the nation's identity since 1957, research on Malaysia's visual culture's significance on Malaysia Day stamps remains limited, highlighting a gap in understanding. This research investigates how Malaysia Day-themed postage stamps, issued from 2013 to 2024, construct and project Malaysian national identity. Malaysia Day, observed annually on 16<sup>th</sup> September, is of immense significance to Malaysia, marking the establishment of the nation since 1963. Understanding these series of stamps is important for national identity because they are miniature canvases of the nation's evolving self-image. They reveal how Malaysia has visually represented its values, aspirations, and historical narratives. This research employs a semiotic framework, and strategic content analysis, this study examines 24 stamps encompassing eight distinct Malaysia Day themes, sourced from various philatelic archives. The analysis is focusing on visual, and textual components: imagery, colour palettes, symbolism, and typography, to decode the underlying meanings and intended messages. Recurring themes of national unity, cultural diversity, and socio-economic progress are identified, and analysed through semiotic theory analysis. The findings reveal that these stamps are not commemorative artefacts, but as a message in reinforcing government-sanctioned ideologies of multicultural harmony, and national pride. Furthermore, the analysis highlights a gradual shift in iconography that mirrors the change in the political, and cultural landscape of Malaysia. This research contributes to a more profound understanding of visual culture, semiotics, and nation-building, specifically the role of postage stamps in shaping collective memory, and identity formation. Moreover, it sheds light on how Malaysia leverages visual culture to project a particular image of nationhood both domestically, and internationally.

**Keywords:** Malaysia Day, Semiotic Analysis, National Identity, Stamps, Visual Culture.



## Creative Art & Design

014-015

# Muslimah Representation in Animation: A Study of Monsta Animation

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## ABSTRACT

This paper presents a study on the representation of female superheroes specifically Muslimah in Monsta's IPs: BoBoiBoy, Mechamato, and PapaPipi. Monsta is the mastermind behind numerous engaging and acclaimed creative works suitable for all ages, and these animations have captivated audiences worldwide, providing entertainment to millions of people with great storytelling. This research analyzes three female characters: Yaya from Boboiboy, Tamara from Mechamato, and Pipi from PapaPipi. This study utilizes a qualitative approach, employing Roland Barthes' Semiotics as the theoretical foundation for analysis and strategy. This study has shown that each character plays several roles based on the story's context and the visual portrayal of each character representing a Muslimah as a superhero. This study is important because females, including film, are often stereotypically represented in mass media. Therefore, it is crucial to explore and analyze whether Muslimah heroes are accurately portrayed.

**Keywords:** Female Representation, Female Superhero, Muslimah, Semiotics.



## Creative Art & Design

033-019

# Designing Bamboo-Based Products for Elderly Care: A Cross-Cultural Study Between Japan and Malaysia

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## ABSTRACT

Bamboo, a renewable and culturally significant material in both countries, Japan and Malaysia presents vast potential for sustainable product design. As both Japan and Malaysia face the challenges of growing elderly demographics, there is a need for products that promote independence, mobility, and a high quality of life for older adults. The study focuses on merging traditional bamboo craftsmanship with modern ergonomic needs, targeting key areas such as comfort, safety, and usability for aging populations. Therefore, this paper aims to explore the development of innovative bamboo-based products designed to enhance the well-being of the elderly, drawing on cultural and material synergies between Japan and Malaysia. The study will emphasize cross-cultural collaboration, involving qualitative interviews with design experts and elderly care specialists, as well as prototype development. This research will provide practical solutions that address the global aging challenge and serve as a model for how traditional materials can be reimagined to meet contemporary societal needs, contributing to both the academic discourse on sustainable design and real-world applications for elderly care products. This study is significant to be aligned with Sustainable Development Goals (SDGs), particularly SDG 3 (Good Health and Well-being), SDG9 (promotes inclusive and sustainable industrialization, fostering innovation, and building resilient infrastructure) and SDG 12 (Responsible Consumption and Production). By utilizing bamboo-based products, the research not only supports environmental sustainability but also fosters cultural exchange and innovation.

**Keywords:** Bamboo Product Design, Aging Population Needs, Cultural Heritage Integration, Sustainable Design.



## Creative Art & Design

035-021

# Antropomorfik Juadah Raya Menerusi Kartun “Malaysia Meriah”

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## ABSTRAK

Perlambangan menerusi kartun telah lama menjadi identiti kartun Melayu sejak dari zaman sebelum kemerdekaan. Ini termasuk sejak dari awal peradaban di Malaysia dimana manusia pada ketika itu menggunakan objek seperti haiwan, makanan dan sebagainya bagi tujuan menyampaikan mesej yang tersirat. Tema-tema yang digunakan bukan sahaja mengenai isu-isu semasa, malah musim perayaan turut menjadi tema pilihan para kartunis dari dahulu sehingga kini. Proses memahami maksud memerlukan pemahaman dari pembaca untuk cuba menyelami apakah mesej dan juga jalan cerita yang cuba disampaikan oleh sang kartunis. Justeru, tujuan kajian ini bagi mendalami dan memahami penyampaian representasi dengan menggunakan atribut antropomorfik menerusi lakaran kartun yang juga diterjemahkan sebagai sastera visual dengan menggunakan Teori Tiga Faktor (Three-Factor Theory) Selain menyentuh tentang aspek antropomorfik menerusi kartun, pengkaji juga ingin melihat dari sudut kebudayaan yang diterapkan menerusi lakaran visual kartun yang dihasilkan. Adalah amat diharapkan yang kajian ini bakal memberi manfaat dengan memperbanyakkan kajian ilmiah tentang seni visual kartun Melayu di Malaysia. Menerusi kajian ini, dapatlah disimpulkan bahawa penceritaan menerusi kartun berbentuk antropomorfik bukan sahaja bertujuan sebagai gelak tawa semata, malah berfungsi dalam mempromosikan adat budaya di Malaysia.

**Kata Kunci:** Kartun, Gila-Gila, Antropomorfik.





## Creative Art & Design

038-023

# Flat Video vs. 360° Video: A Comparative Approach to Venomous Snake Mitigation Information

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## ABSTRACT

As a tropical country, Indonesia hosts a wide variety of snake species, both venomous and non-venomous. Two of the most dangerous venomous species are the Banded Krait (*Bungarus fasciatus*), commonly known as welang snake and the Malayan Krait (*Bungarus candidus*), commonly known as weling snake. These species share strikingly similar striped patterns, though they exhibit slight differences in coloration. Given the high risk posed by these snakes, it is essential to understand the proper steps for initial mitigation in the event of a venomous snakebite. However, many people tend to panic and are uncertain about the appropriate response. Often, the victim either receives no treatment while waiting for medical help or is treated with ineffective first-aid methods. Therefore, a medium is needed to convey information about how to respond effectively in the event of a snakebite. The author has reviewed previous studies related to venomous snakebite mitigation, but no specific studies were found that focus on the use of video as an educational tool for this purpose. This study seeks to bridge that gap by conducting a comparative analysis of different video formats for snakebite mitigation. The author will create a scripted scene depicting a venomous snakebite scenario and produce two versions of the same scene in different formats: one as a flat video (1920x1080px) and the other as a 360° video. After production, both videos will be compiled into a single application platform for user testing. The subsequent steps will involve selecting a sample group and conducting the user tests. The key variables to be assessed during testing include the level of immersion provided by each video format and the degree to which the viewers' knowledge improves after watching. Following the user testing, the collected questionnaire data will be analyzed to determine which video format is more effective in conveying vital snakebite mitigation information.

**Keywords:** 360° Video, Flat Video, Comparative Approach, Venomous Snake Mitigation.



Creative Art & Design

041-024

## Interactive Virtual Reality Media for Venomous Snake Mitigation: Development of ‘MIGUI (2024)’

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### ABSTRACT

Indonesia has a high diversity of fauna, with 600 species of reptiles, including the snake. The national development planning agency or Bappenas reported 360 types of snakes in Indonesia. Snakes are divided into two categories: venomous and non-venomous, with examples including Welang (*Bungarus fasciatus*) and Weling (*Bungarus Candidus*). The habitats of these two snakes are typically found around forests, plantations, and residential areas in Indonesia. The appearance of the Welang and Weling in residential areas often confuses people because it is difficult to differentiate between venomous and non-venomous snakes due to their similar striped patterns. This confusion causes panic and sometimes leads to venomous snake bites, exacerbated by the lack of information on handling such situations. This lack of information exists because no medium provides the public with knowledge about first aid mitigation after being bitten by a venomous snake. Therefore, this issue prompted researchers to design a virtual reality-based application that provides interactive information about first aid after a snake bite and the differences between Welang and Weling. The design uses the Multimedia Development Life Cycle (MDLC) method, which supports the researcher's goal of producing an interactive media application named MIGUI (*Mitigasi Gigitan Ular*) (2024). The hope is that this application can be used as a socialization tool for communities living near venomous snake habitats.

**Keywords:** Interactive Media Design, Virtual Reality, Venomous Snake Mitigation.



## Creative Art & Design

048-028

# An Evaluation Study of Woodcarving in Karaikudi Chettiar House on Building and Structure Decorations

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## ABSTRACT

India has a long and rich history due to its strategic location. This country, which is bounded by Pakistan (northwest), Nepal, China, Bhutan (north), Myanmar, and Bangladesh (east), and also near Sri Lanka, has made India one of the most diverse countries in the world. Due to this geographical factor, this region has seen many trading activities along the Indian coast. Many ports have emerged, and trading activities between Asia and Europe have occurred. One of the essential ports on the Indian coast before was Kaveripoompatinam (Poompuhar), where they traded in salt during the Chola King's rule. Through this port, the Nattukotai Chettiars community existed, expanding into many lands, including foreign countries. Due to this, chettiars actively bring new knowledge and materials into India, such as timber, tiles, porcelain, textiles, and many more. The most prominent impact of these influences was from Chettiar houses. Chettiar houses were built with many imported materials and were full of decorations. One of the exciting decorations is their timber materials, which are full of carvings. Therefore, this article distinguishes how current houses and structures have implemented woodcarving to reflect a local image and identity. This article aims to evaluate Chettiar dwellings in terms of implementing woodcarving in their respective homes. This article focuses on woodcarving at chettinadu villages, found at Karaikudi , Tamil Nadu, India. The method used was qualitative, which was all woodcarving in the house observed. In conclusion, Chettiar people have applied woodcarving almost everywhere in the main part of the house. Each woodcarving panel has a specific motif that represents a particular meaning. However, some motif was selected for decorative purposes only.

**Keywords:** Woodcarving, Motif, Chettinar House.



## Creative Art & Design

032-029

# Biosphere-Integrated Architecture: Advancing Net Zero Energy Infrastructure Development

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## ABSTRACT

Biosphere-integrated architecture represents a transformative approach to sustainable building design, where the built environment functions in harmony with natural ecosystems to achieve Net Zero Energy (NZE) goals. In the context of Malaysia's tropical climate, this paper explores how integrating architectural design with the biosphere can contribute to the development of energy-efficient, resilient, and environmentally sustainable infrastructure. As Malaysia continues to face increasing urbanization, climate change challenges, and the unpredictability of the VUCA (Volatile, Uncertain, Complex, Ambiguous) world, innovative solutions are urgently needed to mitigate the environmental impact while enhancing energy efficiency. This research examines the potential of biosphere-integrated architecture to reduce energy consumption and carbon emissions by leveraging natural resources, such as solar energy, natural ventilation, and biodiversity enhancement, to support NZE infrastructure development. Key design principles, including passive design strategies, biophilic elements, green roofs, vertical gardens, and renewable energy systems, are explored as critical components of this architectural approach. Additionally, the role of interior design in enhancing energy efficiency and occupant well-being is analysed, focusing on material choices, daylighting optimization, and thermal comfort. This study employs a triangulation technique, integrating qualitative insights and AI-driven analytics to validate research on Net Zero Energy (NZE) architecture and biosphere-integrated design. Data collection includes expert interviews, surveys, case studies, and field observations, ensuring credibility through cross-verification. AI-driven modeling assesses energy performance, biodiversity conservation, and climate resilience. Challenges such as high implementation costs, technological barriers, and maintenance issues are also discussed, alongside potential policy implications for promoting biosphere-integrated architecture in Malaysia's infrastructure development. The findings suggest that biosphere-integrated architecture can significantly contribute to energy efficiency, climate resilience, and ecological restoration, positioning it as a vital strategy for advancing NZE infrastructure in tropical regions. The paper concludes by outlining future research directions and providing recommendations for stakeholders in architecture, urban planning, and policy-making to drive sustainable development in Malaysia beyond.

**Keywords:** Biosphere-integrated Architecture, Net Zero Energy, Tropical Architecture, Climate Change Mitigation, Sustainable Infrastructure Design.





## Creative Art & Design

049-030

# Reconceptualizing Tourism Promotion: The Impact of Drone Photography on Marketing Tuba Island Through Szarkowski's Theoretical Framework

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## ABSTRACT

This research initiative intends to evaluate how drone photography might help the visual marketing of Tuba Island. Using Szarkowski's theoretical framework, this study explores the comparative strengths of conventional eye-level photography and modern drone photographs in boosting the island's appeal on tourism websites. The results reveal that drone photography is a more successful instrument for tourism promotion, delivering novel perspectives that greatly boost the visually appeal and emotional impact of Tuba Island. The visual comparative analysis and the poll results demonstrate a strong preference for aerial (drone) imagery over standard eye level photography when advertising Tuba Island as a tourist attraction. Overall, this research demonstrates that drone imagery is regarded to be a very useful tool for tourist promotion, enabling unique techniques to promote island areas such as Tuba Island. These findings underscore the necessity of introducing drone photography into tourism marketing activities to create more beautiful and engaging visual portrayal of destinations.

**Keywords:** Szarkowski's Theoretical Framework, Drone Photography, Tuba Island Tourism, Visual Potrayal.



Creative Art & Design

053-034

## Digital Innovation in Jingdezhen Ceramic Sculpture: Balancing Tradition and Modernity

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### ABSTRACT

Jingdezhen ceramic sculpture, renowned for its exceptional craftsmanship and extensive history, is undergoing a significant transformation due to the influence of digital technologies that are reshaping the discipline. This research determines how contemporary Jingdezhen ceramic practices integrate advanced digital technologies. This research uses qualitative methodologies, including in-depth interviews with ceramic artists and case studies, to investigate how digital technology enhance artistic expression and improve the precision and reassessment of creative processes. This highlights the difficulties in achieving a balance that maintains traditional handicrafts while accommodating technological advancements. Findings suggest a strategic approach to digitalisation that promotes innovation while preserving the extensive heritage of Jingdezhen.

**Keywords:** Jingdezhen Ceramic Sculpture, Digital Technology, Artistic Innovation, Traditional Craftsmanship, 3D Printing.



Creative Art & Design

056-038

## Research on the Inheritance and Revitalization of Henan Folk Art under the Protection of Intangible Cultural Heritage

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### ABSTRACT

At present, in China, the Henan provincial government has increased its support for the inheritance and revitalization of folk art, introduced relevant legal measures, and increased the publicity of Zhuxian Town New Year Pictures, Fangcheng Stone Monkey, Kaibian Embroidery, etc., which has enhanced the popularity of this art. But Zhuxian town New Year pictures, Fangcheng stone monkey, Bian embroidery and other art excavation depth is insufficient, need to be further explored. In order to explore the cultural value of Henan folk art and strengthen the protection of intangible cultural heritage, this paper analyzes the artistic characteristics of Zhuxian New Year Pictures, Fangcheng Stone Monkey and Bian Embroidery. The texture, material, shape and color of the paintings were observed by digital microscope (display ratio: 0.5mm\*0.1mm, location of the equipment manufacturing enterprise: Henan Province), and the measured data were statistically analyzed by Spss 21.0 software. The SPSS 21.0 software calculates the color type, line type, thickness, width and length of the patterns in Zhuxian Town, Fangcheng Stone Monkey and Bian Embroidery New Year pictures, and finds out the artistic features with significant differences, providing data support for later analysis. The results show that the colors of Henan folk art are mainly red, yellow, green and black, forming a sharp color contrast. The main dyes are wood red, willow green, carbon black and acacia yellow. The patterns of Kaibian embroidery include warp and wefting needles, cross needles, double-sided needles and mixed needles. The Fangcheng stone monkey has simple shape and rough lines, showing the agility of the stone monkey. The external outline shape of the stone monkey is mainly square and round, and the overall shape is symmetrical. To sum up, Henan folk art is rich in content and has high archaeological and intangible cultural heritage value, which can promote the revitalization of modern art.

**Keywords:** Intangible Cultural Heritage, Protection, Inheritance, Henan Folk Art.



## Creative Art & Design

061-043

# Poster Design as an Educational Tool to Enhance Public Awareness of Pineapple Leaf Usage

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## ABSTRACT

The rapid growth of the pineapple industry in Malaysia has led to significant organic waste production, contributing to environmental concerns such as soil degradation and greenhouse gas emissions. Sustainable waste management practices, such as converting waste into eco-friendly product, align with Malaysia Good Agricultural Practices (MyGAP) standards. However, adoption of these practices remains limited. A notable gap exists in public awareness, compounded by the high cost of eco-friendly products, which discourages consumer uptake. While technical solutions have been explored, there is limited research on the effectiveness of visual communication in raising awareness and addressing cost-related barriers. This study aimed to develop a poster-based awareness campaign utilizing visual communication techniques, including graphic design and infographics, to promote MyGAP-aligned waste management practices and emphasize sustainable, cost-effective approaches. The data was collected from 3 pineapple farmers, 3 industry players, 1 Malaysian Pineapple Industry Board (MPIB) and 1 Malaysia Good Agricultural Practices (MyGAP) by giving a close-ended survey questionnaire. The surveys measured changes in awareness, attitudes, and intentions to adopt eco-friendly waste management practices. The collected data were analyzed using SPSS. Descriptive statistics were used to summarize the data, and paired t-test were conducted to assess significant changes in awareness and attitudes before and after exposure to the campaign. The results of this research find that 25% of respondents were aware of sustainable waste management practices for pineapple waste. The study demonstrated that visual communication tools, such as poster campaigns, can effectively raise awareness about sustainable waste management practices in the pineapple industry. By simplifying complex environmental messages through graphic design and infographics, the campaign successfully influenced stakeholders understanding and attitudes. This approach holds promise for broader applications in educating environmental sustainability across other sectors, contributing to a more sustainable agricultural future.

**Keywords:** Pineapple Leaf, Agricultural Waste, Infographics, Sustainable Management Practices.



## Creative Art & Design

064-046

# Soundscapes In Motion: From LRT Sounds To A Music Composition

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## ABSTRACT

The Light Rail Transit (LRT) system serves as one of the primary modes of public transportation in Klang Valley, Malaysia. In alignment with the broader research project, Aesthetic Reflections: Integrating Nature's Patterns and Forms in Music Composition, this study explores how natural patterns and soundscapes inspire musical creation. Drawing from the principles in the overarching project, this paper investigates how composers engage with environmental sounds and patterns as structural foundations for music. Specifically, this composition captures the sonic environment of the LRT, structured in three parts. It opens with sounds recorded from the LRT, transformed into a unique introductory soundscape. The central motif then features a three-note chime from the LRT's announcement tones, adapted to serve as the musical core, combined with a Malay-inspired melody and genre. Finally, the composition culminates in a dense, cacophonous texture, blending LRT sounds, mechanical noises, and synthesized elements to evoke sensations of disorientation and confusion. This piece exemplifies the potential of integrating natural patterns and everyday soundscapes into structured, expressive compositions, contributing to the aesthetic study of nature in music composition.

**Keywords:** Soundscape, Composition, Dance Music, Nature's Pattern, Aesthetic Reflection, Environmental Sound.





## Creative Art & Design

067-048

# Application of the AIDA Model in Advertising Artwork: A Case Study of Graphic Design Students at Universiti Teknologi Mara, Melaka

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## ABSTRACT

Effective advertising requires a strategic approach to engage audiences and motivate desired actions Décaudin, J., & Lacoste, D. (2018). The AIDA model (Attention, Interest, Desire, Action) is a widely recognized framework for creating persuasive advertisements Mithun S. Ullal, & Iqbal Thonse Hawaldar (2018). However, graphic design students' application of the AIDA model in advertising artwork production still needs to be explored. This research objective is to examine the implementation and analysis of the significance of the AIDA model in producing advertising artworks by art and design students at Universiti Teknologi MARA Melaka. A sample of advertising artwork created by graphic design students will be analyzed using a qualitative content analysis approach. The analysis focuses on the artwork's advertising message, and visual appeal, examining the attributes' alignment with the AIDA model. The findings will provide insights for enhancing the application of the AIDA model in creating impactful advertisement artworks by art and design students at Universiti Teknologi MARA Melaka. The significance of this research lies in its potential to improve graphic design education, specifically in advertising. By understanding how students implement the AIDA model and the factors influencing its effectiveness, educators can better equip students with the skills and knowledge required for producing impactful advertising artwork Polk, X. (2018).

**Keywords:** Advertising Approach, Advertising Message, AIDA Model, Student Artwork.



## Creative Art & Design

065-049

# An Exploratory Qualitative Study AR Self-Care Flashcards

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## ABSTRACT

Technology can help educators assist the learning and teaching process in the classroom. This focus needs more encouragement for preschool children who are prone to autism in the context of self-care. These autistic children need to be focused on self-care to prepare them to go to school, as a daily routine, and the basic needs of their social skills. This technology can give them a more enjoyable learning atmosphere with interaction and excitement to use applications and tools. These two contexts have been given early exposure from home. However, the lack of development of teaching materials for these children is significant because of the lack of time and expertise in developing this learning and teaching aid application. The development of teaching aids that are on the market today refers more to blind and mute children, such as studies in the learning system for them that have been widespread. This study aims to examine the appropriate self-care content for autistic children and develop a self-care flashcard application designed with the use of augmented reality technology; the purpose of the development of a self-care flashcard application from educators by personal interview approach states that this study can help make it easier for educators to control the learning environment in the involvement of autistic children to understand self-care in the classroom. Findings identify that personal hygiene and self-feeding skills such as brushing teeth, eating, and bathing are essential for fostering independence in autistic preschool children; these skills align with structures and repetitive teaching methods instead of using traditional flashcards to AR flashcards application as their unique learning styles.

**Keywords:** Augmented Reality, Teaching Aid, Assistive Technology, Autism.



Creative Art & Design

068-050

## From *Giam Kanching* to Sound: A Musical Exploration of Nature's Patterns

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### ABSTRACT

For artists in many fields—including visual arts, writing, and music—nature has long been a source of inspiration. The natural world's beauty, harmony, and complex patterns have fascinated creative minds throughout history. This study explores the impact of nature and music through reflections on looking at the Hopea subalata (also known in Malaysia as the Giam Kanching tree) as a source for music compositional materials. Examining continuous research on its natural architecture—that is, its intrinsic growth ratio and various geometric forms—has helped to compile data. The study seeks to provide a systematic approach for converting the visual traits of the Hopea subalata – including its tree-form, branching patterns, and growth behavior – into musical factors like pitch, rhythm, and timbre. This will be achieved through a critical visual examination of the Hopea subalata tree, utilizing photography, botanical illustration, and historical representations. This provides a system through sound that can be used as a guidance for composers to compose music based directly on nature's patterns. We also studied visual elements like symmetry, textural elements, and spirals to expand rhythmic, structural, or timbral compositional techniques beyond numerical sequence. These ideas will be tested in future works, where natural design concepts are applied to actual music and used as the basis for new forms of aesthetic expression.

**Keywords:** Music Composition, Nature's Patterns, Fibonacci Sequence, Geometric Patterns, Aesthetic Expression.



Creative Art & Design

071-053

## Preservation Preferences for Cultural Relics in Traditional Chinese Museums: Balancing Tradition and Technology

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### ABSTRACT

Traditional Chinese museums face the dual challenge of preserving fragile cultural relics and engaging modern audiences. Current preservation methods often emphasize either physical conservation or digital representation; however, an integrated approach may be more effective. This study examined the state of cultural relic preservation in Chinese museums, highlighted key limitations of current practices, and explored the potential of integrating Mixed Reality (MR) and Human-Exhibition Interaction (HEI) to enhance preservation outcomes. By focusing on both artifact safety and visitor engagement, this research identified optimal preservation strategies for sustaining cultural heritage in China. Additionally, this paper proposed a conceptualization that leverages advanced technologies and interactive methods to address contemporary challenges while respecting traditional conservation philosophies.

**Keywords:** Cultural Relic Preservation, Traditional Chinese Museums, Mixed Reality, Human-Exhibition Interaction, Sustainability.



## Creative Art & Design

073-055

# Malay Cultural Heritage in Malaysian Postage Stamps (Legendary Stories of Malay Folklore)

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## ABSTRACT

The emphasis on Malay cultural values is beautifully showcased through Malaysia's postage stamps, particularly those featuring themes from legendary Malay stories. These stamps highlight the richness of Malaysia's heritage, celebrating iconic folklore and traditional narratives that reflect the nation's cultural identity. Malay stamp posts not only function as a medium for communication but also as an important medium in preserving and promoting Malay's cultural heritage to modern society. Malay cultural values are abundant with morals, artistry, customs and patriotism which is oftentimes shown in popular legendary stories such as Puteri Gunung Ledang, Mahsuri as well as Malay patriot, Hang Tuah and Hang Jebat. Through stamps, values namely loyalty, braveness and sacrifices are exhibited resulting as a moral lesson for society. The main objective of this study is to identify and analyze Malay cultural value which is implemented in legendary themed stamp design and to understand its role in preserving and introducing Malay culture Nationally and Internationally. This study uses content analysis, emphasizing on design and visual elements on stamps which display elements and values from legendary stories. Findings on this study shows that legendary Malay stamps display strong cultural values which are culture, community and patriotic spirit. Artistry such as batik, sculpting, and local flora and fauna are also highlighted displaying Malay's unique artistry. Other than that, social values such as respect, high society spirit and recognition towards legendary stories shows how Malay society appreciates and upholds their culture. To conclude, Malaysia's stamp post acts as a tool for significant cultural education, fusing traditional elements with modern technology as well as educating local and international society on the beauty of Malay's culture. Implications of this study highlights the importance of cultural themed stamps in order to preserve national identity and introduce Malay's heritage to the next generation.

**Keywords:** Stamp, Malay Culture, Legendary Stories, Heritage, Cultural Values.





Creative Art & Design

006-060

# Assessing Visual Fidelity in AI-Generated Images of Malaysian Icons: A Case Study of Midjourney, DALL-E, and Stable Diffusion

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## ABSTRACT

This study assesses the performance of three generative AI models—Midjourney, DALL-E, and Stable Diffusion—in generating digital photographs of notable Malaysian subjects. Basic written instructions were utilised, with each phase of the research rigorously recorded, organised, and evaluated based on the Visual Appeal Rating Scale, encompassing eight criteria: reliability, consistency, credibility, professionalism, aesthetics, artistry, harmony, and balance. The findings indicate that although all three models effectively produce digital images of Malaysian icons, certain output images display exaggerations or mistakes, especially in intricate features. DALL-E exhibited limits in representing a Malaysian politician, a deficiency ascribed to copyright restrictions rather than data integrity or prompt formulation. The study indicates that while generative AI models have significant potential for creative applications, attaining great visual fidelity may still necessitate prior knowledge in art and design, as well as robust linguistic abilities.

**Keywords:** Creative Arts, Digital Images, Generative AI Models, Inter Rater Reliability, Malaysian Icons, Visual Appeal.



## Creative Art & Design

016-061

# Experiencing AI Applications to Foster Creative Thinking in the Initial Phases of Product Design

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## ABSTRACT

Integrating Artificial Intelligence (AI) in creative learning presents exciting opportunities for enhancing students' innovative capacities across various educational settings. By offering transformative tools, AI encourages the development of creative thinking through adaptive feedback, ideation tools, and personalized learning pathways tailored to individual cognitive styles. The objective of this study is to empower students to explore and express their ideas more dynamically through simulations, generative design, and scenario analysis, thereby enriching the breadth and depth of their creative thinking. In fields like industrial design, AI plays a crucial role in streamlining complex design processes and merging computational creativity with human-led ideation. A qualitative approach consisting of design process observation and interview allow for an in-depth exploration of how AI affects creative thinking processes in a specific educational context. Seven students were observed experiencing AI image generator applications. Individual insights were analyzed phasely by image analysis and supported by thematic analysis for the psychological impact of their designs in real-time, promoting a deeper understanding of design-for-emotion practices also being highlighted. This synergy not only cultivates creative engagement but also provides learners with valuable insights into user-centric design, emphasizing the emotional and psychological elements of their work. This AI-enhanced approach to creative learning has the potential to equip students with essential skills for the future, particularly as industries increasingly prioritize an understanding of the emotional and experiential facets of design. By embracing these innovations, educators can significantly enrich the learning experience and better prepare students for career success.

**Keywords:** Artificial Intelligence, Creative Thinking, Design Process, Product Design.



## Creative Art & Design

080-064

# Mural Pekan Pusing: The Importance of Mural to The Local Community

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## ABSTRACT

This study was produced to talk about the importance of producing murals in developing the local area. Through this study it can also be seen what the function of mural production and the role of the mural is produced. The interests of these murals can be categorized into several sections such as the development of Education, tourism and the preservation of local History.

**Keyword:** Mural, Importance of Mural, Tourism.



## Creative Art & Design

083-067

# Murals as Catalysts for Tourism Growth in Muar Town: Public Perceptions and Future Potential

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## ABSTRACT

Muar Town, also known as Bandar Maharani, is a royal city in Johor, Malaysia, strategically located between Singapore and Kuala Lumpur. Known for its historical, cultural, and geographical significance, with the Muar River flowing into the Strait of Malacca, it remains an underutilized tourism destination compared to the nearby UNESCO World Heritage site of Malacca City. In Muar Town, there is a famous mural called "The Loving Sisters," painted by Russian artist Julia Volchkova. Additionally, there is a pedestrian street in Muar called Muar Street Art, which has become a local cultural hub and a therapeutic space for autistic children. The murals are deeply beloved by the public and have become the recommended check-in points for Muar tourism on various travel websites. These factors suggest that murals have a growing potential to boost Muar's tourism industry. Therefore, this study aims to examine the potential of murals in fostering tourism in Muar Town. The objective is to assess public satisfaction with the current murals and interest in future mural developments. This research, using a 5-point Likert Scale with 392 participants, reveals moderate satisfaction with current murals in Muar Town's tourism, compared to a more positive outlook on future murals. The research emphasizes murals' potential to enhance urban identity, tourism, and community pride, highlighting their role in broader tourism strategies. Murals enhance place-making and cultural expression, offering policymakers and urban developers strategies for urban growth and tourism. Limitations include a sample mainly of non-tourists and a lack of analysis on the economic and social impacts of murals. Future studies should include diverse respondents, such as tourists, and examine murals' direct effects on tourism revenue and community engagement. A broader approach could guide mural initiatives, boosting Muar's cultural and economic appeal and reinforcing its identity as a vibrant destination.

**Keywords:** Muar Town, Tourism Development, Murals, Public Perception.



Creative Art & Design

021-069

## Mise-en-Scène and Social Cohesion: Analysing Narrative Impact in Petronas Malaysia Day Advertisement

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### ABSTRACT

This study emphasises the role of film as a form of theatrical entertainment that deepens and strengthens the narrative effect. Using film theory to guide its methodology, it applies the analytical framework of mise-en-scène to explain the significance of the advertising narrative within the film's context. Through content analysis of three highly viewed Malaysia Day advertisement videos by Petronas on YouTube, the study explores how these films convey social messages effectively. The results are presented with a critical film study approach, offering multiple interpretations of how social cohesion is portrayed in each analysed scene. The findings indicate that the structured use of the five elements of mise-en-scène enhances the clarity and depth of the message within the advertisement. A thorough analysis of these elements within advertising films provides insights into effectively delivering the narrative's meaning and enriches the overall message. With supporting statistical data, these findings can serve as a valuable resource for future professionals and scholars, aligning with government objectives to boost the creative sector for national development and foster positive social cohesion.

**Keywords:** Mise-en-Scène, Social Cohesion, Narrative Impact, Advertisement.





## Creative Art & Design

020-070

# i-TADs: Instructional Design Framework for Interactive Multimedia Teaching Aids for Malaysian Hearing-Impaired Students

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## ABSTRACT

This study addressed the deficiencies in multimedia teaching aid designs for hearing-impaired students by introducing the i-TADs, an Instructional Design Framework for Interactive Multimedia Teaching Aids for Malaysian Hearing-Impaired Students. Aligns with Malaysia's education goals for integrating information and technology in education, the i-TADs framework was developed using the triangulation method, incorporating document reviews, teacher interviews, and content analysis of existing multimedia teaching aids. The framework includes three primary components: Information Display, Interface Design, and Interactive Engagement. The three primary components encompass principles, elements, and characteristics essential for developing accessible, engaging, and effective interactive multimedia teaching aids for hearing-impaired students. The findings contribute to instructional design and educational technology by providing practical guidelines for developing adaptable and inclusive educational resources. Therefore, the i-TADs framework potentially serves as a foundation for promoting a more inclusive educational landscape, emphasizing the critical role of accessible multimedia teaching aids in supporting the diverse learning needs of hearing-impaired students.

**Keywords:** Data Triangulation, Multimedia Design Principles, Multimedia Design Elements, Multimedia Design Characteristics, Hearing-Impaired Students.



Creative Art & Design

022-072

## Understanding the Principles of Digital Photography in Syariah Investigations: A Systematic Literature Review

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### ABSTRACT

Digital evidence is now increasingly relevant and becoming a wide-ranging issue, such as crimes committed and the movement of suspects and criminal associates in different forms of crimes for investigation process. The field of Syariah law also employs digital evidence in its investigations and prosecutions of Mal or Syariah offense cases. However, the practice of digital evidence primarily focuses on digital photographs; it remains problematic and receives insufficient attention when evidence is not recorded appropriately, thereby impacting the investigation and prosecution process. This study focuses primarily on understanding the principle of digital photographs in the investigation process. This study adopts the systematic literature review methodology and successfully finds 47 related articles from online published journals. Data was collected and analyzed by adapting inductive reasoning using the method of content analysis. Understanding the principle of digital photography itself is crucial to ensure its use as evidence in the investigation process.

**Keywords:** Digital Photograph, Digital Evidence, Syariah Offences, Sistematic Literature Review.



## Creative Art & Design

088-073

# An Analysis of Taoist Interpretation in *Mu Di* (1963) Ink-wash Animation

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## ABSTRACT

Shanghai Animation Film Studio, as an exemplary representative of the Chinese animation school, has produced notable ink-wash animation works, which are among the finest in China. Unfortunately, the existing body of these works is limited and predominantly from the 1960s and 1980s. Among them, the ink-wash animation *Mu Di* has become a classic in the history of Chinese animation, distinguished by its unique artistic style, profound cultural connotations, and innovative animation techniques. Taoist philosophy, a philosophical system with a long history and profound influence in China, has significantly impacted various aspects of Chinese culture, including the color concepts in ink-wash painting. This paper focuses on the 1963 ink-wash animation *Mu Di* as the research subject and explore the specific manifestations of "The Tao of Nature" in Taoist philosophy. Through a combination of case studies, literature reviews, and semiotic analysis, this paper analyzes how *Mu Di* embodies the Taoist concepts of "The unity of Heaven and humanity," "Yin and Yang," and "Wu Wei." It is anticipated that this study will draw more attention from scholars to Chinese ink-wash animation and provide a theoretical foundation and broader prospects for its development.

**Keywords:** Ink-Wash Animation, Taoist Philosophy, Chinese Painting, Ink Painting, Mu Di.



## Creative Art & Design

095-077

# Incorporating Product Effect Method in Virtual Classroom Environment Among Creative Design Discipline Between Public and Private Universities in Malaysia

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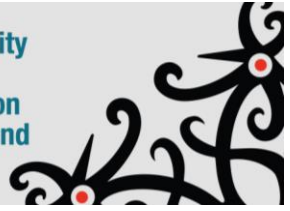
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## ABSTRACT

Online learning was employed extensively during and past of COVID-19 epidemic, including web conferences, webinars, live broadcasts, and telecasts. For a greater reliance on online classes, Malaysian Higher Education improvises its education system through an online setting. Despite the benefits of these solutions, these activities have a variety of psychological repercussions on students because there is no direct face-to-face engagement or tangible interaction between students and lecturers. The purpose and current study aimed to investigate whether these product appearances are transferred by association to their psychological owners in an online class learning environment using a classroom background screen. The product-effect approach was utilised to assess if the online background screen influences the perceptions of male and female design lecturers during online teaching in Malaysian public and private universities. In this study, 520 questionnaires were distributed via an online survey. Male and female lecturers serve as subjects in the study, which uses an online interior class background screen as a stimulus. The survey questions were mostly based on the Times Higher Education - QS World Universities Rankings assessment criteria, which include four themes: research and citation quality, teaching quality, industry revenue, and worldwide orientation. The data will be analysed using multivariate analysis of variance in SPSS software. As a result, the predicted outcome will demonstrate that the product-effect method may be utilised to assess the impact of learners' impressions of their academician during online teaching and learning. This case study indicates distinct unexpected "Product Effects": perceptions of the genders were most affected, with the female lecturer being moderately affected compared to the male lecturer. This study examines how psychological gender preferences may influence "Interior Effects" in virtual classroom learning settings, improving virtual learning interaction. Furthermore, it has the potential to provide new knowledge to environmental psychology. Aside from that, this study will promote a better education platform through a virtual learning environment to satisfy the Malaysian Education Blueprint 2015-2025 for Higher Education and improve lecturer professionalism during online teaching to attain quality education through SDGs.



**Keywords:** Room Effect, Product Effect, Online Background Setting, Higher Learning Institutions.





Creative Art & Design

014-080

## Translation Process for Animated Feature Film: BoBoiBoy the Movie

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### ABSTRACT

BoBoiBoy The Movie is the first action-packed animated feature film produced by Animonsta Studios in 2016. It was first broadcast as a TV series on local stations before it entered international platforms such as Disney Channel and Netflix, and foreign countries such as Singapore, Brunei, Indonesia, and several others. This study analyzes the translation and subtitling processes utilized for this film. It will delve into the intricacies of how the original dialogue and cultural nuances are transformed into subtitles, ensuring that the essence of the film is preserved for audiences who speak different languages. Additionally, this study will clearly define and differentiate the concepts of subtitling and dubbing, highlighting their respective methodologies and implications for viewers. Furthermore, it will examine the challenges and obstacles that translators encounter during this process, such as maintaining fidelity to the source material while ensuring readability and timing for the subtitles and addressing cultural references and idiomatic expressions. By providing a comprehensive overview, this study aims to deepen the understanding of the complexities involved in making cinematic works accessible to a global audience.

**Keywords:** BoBoiBoy The Movie, Subtitle, Translation Process, Malaysia Animated Feature Film.



## Creative Art & Design

007-081

# Development And Validation of a Service Quality Evaluation Scale for Online Education Platforms for Chinese Working Mothers

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## ABSTRACT

The rapid progression of online education has rendered the enhancement of service quality a key concern in augmenting user experience. This study aims to create service quality rating scales for online education platforms specifically designed for Chinese working mothers, in order to comprehensively assess the unique needs and experiences of this demographic while using the platforms. The scale was created based on the SERVQUAL framework, and the initial dimensions were established through a literature review. The conventional dimensions of service quality were refined and redefined from the user experience viewpoint, highlighting essential factors such as interaction experience, emotional support, interface intuitiveness, and personalized service, to more precisely reflect the service quality perceived by working mothers in China. The study utilized a questionnaire for data collection, employing SPSS 26.0 and AMOS 24.0 to conduct exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) to evaluate the structural validity and reliability of the scales, respectively. The finalized measure had six dimensions: responsiveness, reliability, assurance, tangibility, empathy, and work-family balance, including a total of 40 items. The empirical results reveal that the established scale exhibits robust reliability and validity, providing innovative perspectives on the application of service quality theory from the user experience viewpoint while also delivering targeted recommendations for improving service design in online education platforms.

**Keywords:** Chinese Working Mothers, Online Education Platform, Evaluation of Service Quality, Factor Analysis, Scale Development.



## Creative Art & Design

047-086

# Emote, Buy, Enjoy: Mapping the Intensity of Emotions for Virtual Skins with Plutchik's Wheel

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## ABSTRACT

Virtual skin significantly influences players' engagement and purchasing decisions in the constantly evolving mobile gaming landscape. This study explores the emotional intensity that virtual skin in PlayerUnknown's Battlegrounds (PUBG) Mobile evokes. It uses Plutchik's Wheel of Emotion to measure these responses and their influence on players' purchasing intentions and visual enjoyment. A quantitative survey was implemented to gather data from 204 participants and use statistical analysis to show the frequency of emotion intensity appearing towards the virtual skin elements. The Emotion Wheel visually categorises human emotions by intensity and similarity. Helping individuals describe their feelings improves self-awareness and emotional management. In addition, its vast emotional vocabulary makes communicating sentiments and comprehending others simpler. Close emotions are similar, whereas opposed emotions are more contrasted. In order to map the emotions of the participants in this study, only one polar opposite emotion—the intensity of Disgust to Trust—was examined. This research suggests that virtual skin can evoke diverse emotions, including Trust and Disgust, through elements such as colour, style, uniqueness, texture, and theme. These emotional responses substantially determine a player's acceptance or rejection of a virtual skin. Furthermore, a significant correlation exists between the intensity of these emotions, the level of visual enjoyment the user experiences, and their intent to purchase. The study underscores the importance of emotive design in virtual items, highlighting its potential to enhance user experience and loyalty by catering to aesthetic preferences and emotional connections. These insights offer developers valuable guidance for optimising virtual skin to increase players' engagement and retention.

**Keywords:** Emote, Virtual Skin, Plutchik's Wheel Emotion.



## Creative Art & Design

102-087

# Paneling design in Manga: A Comparative Analysis of Narrative and Combat Scenes

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## ABSTRACT

As a unique visual narrative medium, manga uses paneling design to artistically express text and emotions through pictures. These panelings are usually classified into narrative scenes and combat scenes. However, the differences in visual language and design structure between these two types of scenes have not been systematically studied. This study aims to conduct a comparative analysis of narrative scenes and combat scenes in classic comic works from the two dimensions of visual features and narrative elements. By constructing a diverse dataset covering paneling types, dynamic lines, panel sizes, and text emotions, computer vision and natural language processing techniques are used to extract key data and conduct statistical analysis. The results show that the panel layout in combat scenes tends to be more dynamic and compact, while narrative scenes emphasize plot advancement and character creation. This study provides a new theoretical perspective for understanding the paneling design rules of manga, and also provides data support for artificial intelligence to generate manga.

**Keywords:** Paneling Design, Manga, Comparative Analysis, Narrative Scene, Combat Scene.



Creative Art & Design

103-088

## A Proposed Theoretical Framework for Sustained Online Learning Among Students with Disabilities: Insight from UTAUT2

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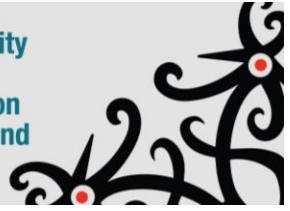
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### ABSTRACT

Online learning leverages electronic technologies to deliver educational content beyond traditional classrooms. This study explores the factors influencing the continuance of online learning among students with disabilities (SWDs) in higher education institutions, as online learning has gained significant popularity due to its many advantages. For SWDs, online learning offers a unique opportunity to overcome physical barriers and enhance accessibility to education. Despite these benefits, the intention of SWDs to continue using online learning platforms remains under-explored. This research aims to investigate the relationship between various components of the Unified Theory of Acceptance and Use of Technology (UTAUT2) and self-efficacy in shaping students' intention to persist in using online learning technologies. The aspect looks at performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and self-efficacy. These contributions aim to support the development of inclusive online educational platforms, promote equitable educational practices, and encourage active participation among students with disabilities, fostering their integration into online learning environments.

**Keywords:** Online Learning, Students with Disabilities (SWDs), Higher Education, Unified Theory of Acceptance and Use of Technology (UTAUT2).





Creative Art & Design

104-089

# An Analytical Study on the Optimization of Process and Efficiency in Chinese Typeface and Visual Identity Design through AI, Big Data, and CG Technology

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## ABSTRACT

The paper explores the use of AI, big data, and computer graphics (CG) technologies in Chinese font and visual identity (VI) design, aiming to optimize design processes and efficiency. Chinese fonts are crucial in cultural heritage and brand design, representing national spirit and aesthetics. AI and big data technologies help designers generate fonts quickly, saving time and labor costs. Big data enhances font selection and customization by analyzing user preferences and design trends, offering personalized suggestions. AI and big data also address technical challenges in Chinese font design, such as the complexity and diversity of glyphs. The fusion of AI, big data, and CG technologies offers significant innovation potential for Chinese font and VI design, enhancing design efficiency and supporting adaptability and personalization across various platforms and scenarios.

**Keywords:** Chinese Font Design, AI (Artificial Intelligence), Big Data, Visual Identity (VI), Computer Graphics (CG).



Creative Art & Design

105-090

## The Intersection of Creativity and Technology in Visual Arts: Implications for Fashion Photography in Malaysia

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### ABSTRACT

This conceptual paper explores the developing connection between creativity and technology in visual arts, emphasizing its implications for fashion photography. It analyses the influence of technological advancements, including digital tools and platforms, on the creative processes in photography, modifying the understanding, creation, and use of visual storytelling. This study proposes a framework for understanding creativity as a multidimensional construct influenced by cultural, emotional, and technological factors by outlining relevant literature. This paper discusses how these technological advances can elevate audience engagement, enhance brand identity, and address specific obstacles in the Malaysian fashion industry. By incorporating theoretical perspectives with practical insights, the findings broaden the discourse on creativity in the arts by establishing how components such as the usage of digital tools and platforms can be strategically integrated into fashion photography practices. This study provides a basis for further investigation into the implications of creativity and technology on the future direction of commerce, especially in developing economies.

**Keywords:** Creative Photography, Fashion Photography, Digital Photography, Visual Narratives, Creativity



## Creative Art & Design

106-093

# A Conceptual Framework of Infographic Design Roles for Economic Broadcast News Reporting in Malaysia

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## ABSTRACT

Infographic Design has been embedded in Broadcasting News with the rapid development of media technology, replacing conventional data information presentation. In designing broadcasting infographic for news reporting, it should be well designed and developed as an effective communication tool. However, the lack of appropriate infographic design guidelines is a major challenge faced among journalist and graphic designer. As growing body of literature is observed, scholars established the need of an effective infographic design to engage audience attention effectively and meaningfully, to convey complex economic information through broadcasting news. The proposed conceptual framework is anticipated to point the way to additional studies to determine the principles and element guidelines for infographic design in economic broadcasting news toward an effective audience engagement. This is to further enhance the efficient engagement of audience by emphasizing the significance of understanding the principles and elements of infographic design in economic broadcasting news among designers and journalist. By examining local and international approaches, this study hopes to make infographic design a key tool in supporting the economic literacy of society through broadcasting news and overall social development.

**Keywords:** Infographics, Infographic Design, News Infographic Design, Economic News Infographics.

Creative Art & Design

109-095

## Exploration of the Development of Art Authentication Service Mechanisms Promoted by Free Trade Zones

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### ABSTRACT

With the accelerated process of economic globalization, the dissemination and trading scale of Chinese artworks in the international market have been continuously expanding. Free Trade Zones (FTZs), with their unique policy advantages and internationalized environment, provide robust support for the innovation and development of art authentication service mechanisms. Leveraging the FTZ's pioneering advantages in investment liberalization, trade facilitation, financial reform and innovation, government function transformation, and a rule-of-law environment, FTZs promote art trade and related art industries, focusing primarily on art-related fields. Among these efforts, the improvement and development of a credible and comprehensive art authentication service mechanism within the FTZ are particularly crucial. This study examines the overview of FTZs, the market demand for art trade, the structural elements of art authentication service mechanisms, the market dynamics of art authentication services, and the cultivation of talent for these services. It aims to summarize and deduce patterns to advance the development of art authentication service mechanisms.

**Keywords:** Free Trade Zone, Artworks, Authentication Services, Mechanism Innovation.



## Creative Art & Design

108-097

# SAYEMBARA 2024 Art Exhibition from Textual to Visual: Artificial Intelligence (Ai) Image Generator as Mediating Vehicle for Cultural Expression

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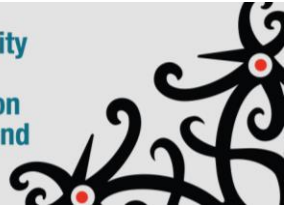
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## ABSTRACT

The Malaysian Budget 2025 was announced by the Malaysia's 10<sup>th</sup> Prime Minister, which allocated almost RM50 Million towards the development of language and literature. Through such commitment provided by the Madani framework government, the National Art Gallery (NAG) launched an art project entitled 'SAYEMBARA 2024'. This art project is the first among others, focused on altogether 13 public, and private higher institution. Significantly SAYEMBARA is a competition as well as exhibition, bringing altogether, selected works from the institutions involved to GMBB Mall to exhibit to the public. Interestingly, the whole concept was to interpret from masterpiece text to visual works of art. UiTM Melaka chose the Sulalatus Salatin text which was the Malay Annals. Here two works of representational and non-representational (abstract) were selected from ordinal data which came from the results at Gallery Art Studio (GAS) UiTM Melaka, listed by the NAG Curators. From the 2 artworks this study seeks to investigate the role of Artificial Image (Ai) generators in producing artworks, and how they can contribute to cultural expression. The findings proved that Ai image generators plays a significant role in the preliminary process of art making, however the overall cultural expression and artwork produces must be verified through further steps, which are controlled by the artist involvement and understanding of his/her reality where they find themselves. The results and findings generated possibilities for future researchers, and visual artists upon investigating more on the role of Ai and cultural expression.





**Keywords:** SAYEMBARA 2024, Artificial Intelligence, Cultural Expression, Malaysian Budget 2025, Art Criticism.



## Creative Art & Design

108-098

# Tipografi: Inspirasi Dari Watak Dalam Cerita Rakyat Masyarakat Melayu

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## ABSTRAK

Asas projek ini adalah untuk merekabentuk muka taip digital huruf besar (A-Z) dengan menggunakan perisian vektor berinspirasi watak Dayang Senandung dalam Filem Klasik Melayu iaitu filem Dayang Senandung yang diarahkan oleh Jamil Sulong pada tahun 1965. Kaedah digunakan untuk mereka bentuk muka taip tersebut berdasarkan kajian ciri-ciri dan jalan cerita yang terdapat di dalam watak dan jalan cerita filem tersebut. Pendekatan keseluruhan kami adalah untuk mencipta satu muka taip yang dapat mempunyai kebolehbacaan yang tinggi dan mewakili personaliti watak Dayang Senandung. Proses jalan cerita dalam filem tersebut memberi ilham kepada pereka untuk diabadikan dalam muka taip tersebut. Transaksi berkulit gelap kepada berkulit cerah yang terjadi pada Dayang Senandung ini diambil sebagai asas idea kepada muka taip "Dayang Senandung". Selepas selesai tugas itu, kami dapati muka taip ini berjaya dari segi estetik menggambarkan kata kunci tersebut. Jadi dengan wujudnya tipografi "Dayang Senandung" ini boleh memberikan para pereka lebih pilihan muka taip untuk mereka sesuatu rekaan.

**Kata Kunci:** Muka Taip, Tipografi, Tempatan, Dayang Senandung, Kebolehbacaan.



## Creative Art & Design

110-099

# Enhancing Elementary Students' Spatial Awareness Through Classroom Furniture Model-Making

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## ABSTRACT

Classroom designs in Indonesia typically follow government standards; however, regional variations in conditions and contexts result in diverse classroom shapes and layouts. This diversity can influence students' spatial understanding and familiarity with their learning environments. This study aims to enhance elementary school students' spatial awareness using 1:10 scale flatpack classroom furniture, designed from child-friendly materials and featuring components that students can assemble independently. This interactive approach allows students to explore and recognize the layout of their classroom through play and simulation in collaboration with teachers and peers. The research methodology included school and classroom observations, teacher discussions, creative experiments, and hands-on workshops with students. The study involved students from two elementary schools in different regions of Indonesia, representing various grade levels. The results revealed that students showed distinct preferences for their work areas within the classroom, which contributed to their comfort and sense of attachment to the space. These findings highlight the importance of involving students in activities that foster spatial awareness and territorial understanding. They also offer valuable insights for educators and school stakeholders to create more engaging and adaptive classroom environments. By integrating spatial learning into daily activities, schools can provide a comprehensive learning experience that supports students' cognitive and emotional development while fostering a stronger connection to their learning spaces.

**Keywords:** Spatial Awareness, Elementary School Student, Classroom Furniture, Model-Making.



## Creative Art & Design

113-102

# Sustaining Cultural Identity through Contemporary Art: Digitalisation and the Role of Young Artists

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## ABSTRACT

This qualitative case study explores how young Malaysian contemporary artists navigated the interplay between socio-cultural preservation and contemporary artistic practices during and after COVID-19 pandemic. Through interviews with four artists representing diverse backgrounds, the research examines how individual and cultural identities are sustained and expressed through their work. The pandemic accelerated the need for artistic innovation, prompting these artists to adopt new methods to preserve identity and heritage while remaining relevant. The study investigates the challenges and opportunities faced by young artists in balancing tradition and modernity, highlighting their role as cultural voices and innovators. These experiences contribute to broader discussions on cultural identity and artistic innovation in Malaysia, offering insights for policymakers, educators, and art institutions navigating the post-pandemic landscape.

**Keywords:** COVID-19 Impact on Art, Cultural Identity, Heritage Digitalisation, Malaysian Contemporary Art.



## Creative Art & Design

097-103

# AIGC-Assisted Exploration Of The Spatial Layout Of 'Rongxi Hall' In 'A Dream Of Red Mansions'

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## ABSTRACT

This research is based on the original text of 'Dream of the Red Mansions', which describes the main hall of the Rongguo House, 'Rongxi Hall', and intertwines AIGC with classic Chinese literature. The purpose of this study is to explore the intrinsic connection between the spatial layout of ancient feudal aristocratic families and the culture of rituals, to explore the relationship between similar spatial layout and the psychological activities of the characters in today's society, and to condense the common design language. Firstly, the research method combining text analysis and visualisation is used to refine the keywords of the relevant descriptions in the original book, and then transform them into visual scenes with the help of the AIGC platform. Finally, the empirical research method is used to compare the scenes with the original novels to demonstrate the advantages and disadvantages of this path. The result reveals the layout characteristics of 'Rongxi Hall' and the etiquette of characters' activities, reflecting the glory and honour of the family. Finally, it summarises the design rules of similar spaces and condenses the Chinese design language.

**Keywords:** AIGC, Rongxi Hall, Space Layout, Design Language.





Creative Art & Design

115-104

## The Design Characteristics of Streetwear T-shirt in Kuala Lumpur

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### ABSTRACT

This research explores the design characteristics of streetwear T-shirts favored by Kuala Lumpur's trendsetters. By understanding these preferences, Malaysian designers can create products that resonate with both domestic and international audiences. The study examines the influence of Asian streetwear trends, particularly from countries like Japan, Korea, and Indonesia. Data was collected through observations in designated fashion districts within Kuala Lumpur. A quantitative approach was employed, with statistical methods used to analyze T-shirt designs based on four key attributes: fit (oversized, relaxed, slim-fit), typography (minimalist, bold statement, intricate), images (geometric, graphic prints, camouflage), and color palette (monochromatic, black/white, vibrant, pastel). The results, presented in frequency tables, identify the most popular design elements in streetwear T-shirt are oversized fit, bold statement typography, graphic prints, and a monochromatic color palette, particularly emphasizing black and white. This information can be a valuable resource for Malaysian streetwear designers aiming to develop products with global appeal.

**Keywords:** Streetwear, Trends, Design Characteristics, Fit, Typography, Pattern, Color Palette.



Creative Art & Design

116-105

## The Art of Wau Jala Budi: Exploring Motif Ornamentation in Kedah's Traditional Kites

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### ABSTRACT

Malaysian *Wau* officially formates *Wau Bulan*, *Wau Kucing* and *Wau Jala Budi* as the Malay Traditional National *Wau*, despite having numerous types of other *wau* across each state within the country. There are numerous research from past researchers focused on *Wau Bulan*, nevertheless the study of arts on *Wau Jala Budi* as one of the official *Wau* in Malaysia remains undiscovered. To ensure the gap of research related to the arts on *Wau Jala Budi* to be expose, interview and observation administrating qualitative method towards targeted experts of *Wau Jala Budi* from Kedah has been conducted. This research aims to identify and classify the motifs on *Wau Jala Budi* based on sources of inspiration. Based on the findings, the types of motifs appeared are floral, fauna and geometry categories. The study significant three groups of beneficiaries are governmental through the Malaysian Ministry of Tourism, Arts and Cultural, academicians from various academic institutional, and society of Malaysia and international community to have further documented findings and information on the form and motif of *wau* in Malaysia.

**Keywords:** *Wau Jala Budi*, *Wau*, Motif.



## Creative Art & Design

117-106

# A Study on Decorative Motifs of *Mimbar* in Malacca Before Independence Era

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## ABSTRACT

This study focused on identifying the decorative motifs in the *mimbar* mosques in Malacca before the independence era in year 1728 to 1917. The *mimbar* is where the preacher delivers his usual sermon before Friday prayers. The *mimbar* is an essential architectural feature in mosques, serving as the pulpit where the preacher delivers sermons before Friday prayers. The first *mimbar* in Islam was made of date palms and had only three steps. Most *mimbar* in Malaya are constructed using strong wood materials, and the size of the mosque determines the height of the design. Despite its importance, there is a lack of research on *mimbar* motifs; thus, the objective of this study is to identify the motifs found on *mimbar* at *Masjid Tengker*, *Masjid Kampung Hulu*, *Masjid Kling*, *Masjid Duyong*, *Masjid Peringgit* and *Masjid Air Baruk* in Malacca State. This study uses a qualitative method that uses interviews and observations. Thus, this research will help future generations obtain information on the design and meaning found in the motifs in Malaysia and can be a reference material for developing *mimbar* motifs in Malaysia.

**Keywords:** *Mimbar*, Mosque, Malacca, Decorative.



## Creative Art & Design

123-112

# Innovative Microalga Phototank for Enhanced Indoor Air Quality: A Sustainable Design Approach

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## ABSTRACT

In the quest for innovative and sustainable interior design solutions, our research introduces the concept of a Microalgae Phototank as an alternative to traditional vegetation in interior spaces. This study explores the development and implementation of a Microalgae Phototank system aimed at enhancing indoor aesthetics and creating a unique visual experience. The Microalgae Phototank integrates a water flow system and advanced sensors to maintain optimal conditions for the microalgae within. The system comprises a transparent tank filled with salt water that supports the growth of microalgae, known for their high photosynthetic efficiency. The tank is also equipped with a water flow system (aerator) to ensure constant motion of bubbles (contains CO<sub>2</sub>), adding a dynamic element to the design. Additionally, sensors continuously monitor the system's conditions. Our findings demonstrate the Microalgae Phototank's potential to significantly enhance the visual appeal of indoor environments, offering a viable and aesthetically pleasing solution for modern interior design. The implications of this research suggest a promising avenue for sustainable design practices that contribute to more engaging and visually stimulating living spaces. Future studies will focus on optimizing the system and exploring its applications in various interior design of built environment settings.

**Keywords:** Microalgae Phototank, Sustainable Interior Design, Visual Appeal, Indoor Environments.



## Creative Art & Design

114-114

# Experts and Mediators: The Roles and Responsibilities of a Museum Curator in Malaysia

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## ABSTRACT

Did you know that museum curators, often viewed as behind-the-scenes caretakers of artifacts, are now expected to be cultural strategists, educators, and even fundraisers? In Malaysia, the role of museum curators has expanded far beyond preserving history. This study examines the complex roles and responsibilities of museum curators in a private museum setting in Kuala Lumpur, Malaysia. Curators play a crucial role as cultural intermediaries, connecting the public with the museum's collections through exhibition management, research, education, and operational oversight. This research employs qualitative interviews with a curator from the Islamic Arts Museum Malaysia to gain in-depth insights into the multifaceted nature of curatorial duties. The findings reveal that curators not only oversee artifact preservation and exhibition design but also engage in educational programming, public outreach, and collaborative partnerships with other institutions. However, the study highlights the challenge of role overlap, where curators are often tasked with administrative and managerial duties outside their core responsibilities. This has raised concerns about role clarity and workload distribution within museum management. The study emphasizes the need for better-defined job descriptions and strategic support systems to optimize curators' contributions. Recommendations include expanding curatorial roles through interdisciplinary collaboration, leveraging technology, enhancing research efforts, and fostering professional development. The study also suggests operational improvements, such as delegating administrative tasks to support staff, modernizing exhibition design, and strengthening curatorial advocacy through public engagement. Ultimately, this research underscores the evolving and dynamic nature of museum curatorship, advocating for more comprehensive management strategies to ensure museums remain centres of cultural preservation, education, and innovation.

**Keywords:** Museum, Curators, Exhibition Management, Museum Administration, Artefact Conservation.





## Creative Art & Design

125-115

# Foldable Study Table

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## ABSTRAK

Foldable Study Table (FST) meja dwi fungsi berasaskan sisa pertukangan daripada bahan Indonesian Plywood dan Formica Laminate. FST dibangunkan untuk mempelbagaikan inovasi produk hijau daripada lebihan sisa pertukangan seperti kabinet dapur, almari dan penghadang ruang rumah. Produk ini bercirikan pelbagai fungsi di mana ia boleh dijadikan meja belajar, meja mengaji (rehal) dan meja hiasan serbaguna. Ciri istimewa FST ialah ringan, ringkas dan padat menjadikan ia mudah untuk disimpan, dibawa dan dialihkan kerana saiznya yang tidak terlalu besar dan tidak memerlukan ruang yang banyak untuk penyimpanan.

**Kata Kunci:** Meja Belajar, Dwi Fungsi, Sisa Pertukangan, Produk Hijau.



## Creative Art & Design

128-117

# Pengaruh Ekologi terhadap Karya Artis Seni Cetak Kontemporari

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## ABSTRAK

Pengaruh ekologi dalam pembentukan idea dan penghasilan karya seni kontemporari memiliki potensi dalam amalan seni artis seni cetak. Seni cetak menjadi salah satu medium menyampaikan isu-isu semasa dalam konteks peribadi secara global. Hal ini sekaligus mencerminkan kesedaran terhadap hubungan dinamik antara manusia dengan ekosistem sekitarnya. Namun, terdapat kekurangan kajian kritikal yang mendalam tentang pengaruh ekologi terhadap proses kreatif penghasilan karya. Oleh itu, kajian ini bertujuan untuk memahami pengaruh ekologi melalui pemilihan bahan, teknik dan tema serta impaknya terhadap karya seni cetak. Metodologi kajian kualitatif melibatkan analisis visual terhadap karya seni cetak daripada dua artis terpilih, iaitu Haafiz Shahimi dan Fadli Mokhtar. Kaedah temu bual separa struktur dan pemerhatian terhadap proses penghasilan karya dijalankan berpandukan kerangka teori ekologi oleh Urie Bronfenbrenner. Analisis dinilai berdasarkan hubungan kompleks antara artis dengan persekitaran mikro, meso, eksosistem dan makro yang mempengaruhi pemikiran dan pengolahan idea melalui pengkaryaan artis. Dapatan kajian menunjukkan bahawa artis seni cetak kontemporari memanfaatkan bahan dan teknik cetakan untuk menyampaikan mesej bersifat naratif peribadi. Motif dan simbolisme berasaskan alam seperti flora dan fauna digunakan untuk menghidupkan naratif yang menekankan hubungan harmoni antara manusia dan alam sekitarnya. Kesimpulannya, integrasi ekologi dalam seni cetak kontemporari bukan sahaja memperkayakan naratif visual tetapi juga menyumbang kepada wacana seni yang lebih mendalam di samping meningkatkan kesedaran terhadap isu global. Kajian lanjutan disarankan untuk meneliti perbandingan antara pendekatan ekologi melalui karya seni cetak di pelbagai konteks budaya sebagai sumbangan kepada bidang seni cetak di Malaysia.

**Kata Kunci:** Ekologi, Teori Ekologi, Artis Seni Cetak, Seni Cetak.



Creative Art & Design

130-118

## Raising Autism Awareness through Engaging Audio-Visual Educational Media

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### ABSTRACT

This article examines the potential of engaging and inclusive audio-visual educational media in fostering awareness about Autism Spectrum Disorder (ASD). Despite growing knowledge about autism, misunderstandings and stigma continue to affect individuals with ASD, leading to social exclusion and limited support. This study explores how well-designed audio-visual content can bridge the gap by providing accurate, relatable, and accessible information about autism to a broad audience, particularly young people. The research applies a participatory design approach, collaborating with autism experts, educators, and the target audience to create content that resonates with diverse viewers. By incorporating storytelling, dynamic visuals, and clear audio, the media seeks to engage audiences emotionally while enhancing their understanding of autism. The article discusses how these media formats can not only inform but also inspire empathy and inclusion. Initial testing with target audiences shows a marked increase in awareness and empathy toward individuals with autism, supporting the idea that audio-visual media can be a powerful tool in changing perceptions and promoting social integration. This paper concludes by highlighting the importance of continuing to develop innovative educational resources to address autism-related challenges and foster a more inclusive society.

**Keywords:** Autism Spectrum Disorder, Awareness, Audio-Visual, Media.



## Creative Art & Design

129-119

# “Learn with VANA”: Interactive Multimedia for Elementary Students

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## ABSTRACT

English become a challenging subject to teach in Indonesian elementary schools, as many students struggle with comprehension, writing, and pronunciation. This difficulty arises primarily because English is not the native language of most Indonesians. Many teachers also lack engaging and suitable teaching materials catering to students' learning needs. To address this issue, it is essential to develop an effective solution by designing interactive multimedia as a learning tool that facilitates English language acquisition for primary school students. Interactive multimedia was chosen because it presents engaging visuals and incorporates audio features that enhance pronunciation learning. Interactive multimedia is very flexible and can be used anytime and anywhere. The development of this interactive multimedia follows a simplified Research and Development (R&D) method, consisting of research and design planning, visual development, programming, testing, and evaluation. The resulting product from this research, namely "Learn with VANA," is an interactive multimedia learning tool that provides instructional content on English verbs, adjectives, nouns, and adverbs. It incorporates illustrative animations and voice-over features to aid in pronunciation practice. Based on implementation and evaluation conducted in several primary schools in Central Java, data indicate that "Learn with VANA" effectively supports teachers in delivering English lessons more efficiently, leading to improved student comprehension.

**Keywords:** Design, Elementary, English, Interactive, Multimedia.



Creative Art & Design

134-124

## The Potential of Local Folklore Through Motion Comic: A Pilot Project of ‘Cheritera Kita Selangor’

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### ABSTRACT

This study explores the importance of preserving and revitalizing local Malaysian folklore through modern storytelling mediums, particularly motion comics. Folktales, once a vibrant part of oral tradition, are losing appeal among younger generations due to globalization and the dominance of international entertainment platforms. The project focuses on Selangor’s underappreciated folklore, leveraging motion comics as a cost-effective and accessible medium that combines visual storytelling, sound, and animation to reintroduce these tales. The initiative, titled ‘Cheritera Rakyat Selangor’ emphasizes on the potential of motion comics to preserve local folklore digitally and also to enhance tourism. The idea focus to demonstrate Kota Melawati as historical landmarks and serve as educational tools within museums through engagement from the innovative media accessibility. By combining heritage preservation of local folklore with creative storytelling, the project not only fosters family values and promotes local tourism but also opens opportunities for brand collaborations. The study concludes by emphasizing the necessity of collaboration between industry and government to ensure the survival and global reach of local folklore through contemporary media platforms.

**Keywords:** Local Folklore, Motion Comic, Digital Preservation, Creative Content, Alternative Media.





Creative Art & Design

137-127

## Konservasi Digital Candi Borobudur: Pengembangan Aplikasi Virtual Reality untuk Edukasi dan Eksplorasi Imersif

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### ABSTRAK

Konservasi digital merupakan upaya penting dalam menjaga dan melestarikan warisan budaya dunia, termasuk Candi Borobudur, agar dapat diakses dan dipelajari oleh generasi mendatang tanpa merusak situs fisiknya. Penelitian ini berfokus pada pengembangan aplikasi Virtual Reality (VR) sebagai media konservasi digital untuk Candi Borobudur, dengan penekanan pada desain visualisasi dan pengalaman pengguna yang imersif. Aplikasi ini dirancang untuk memungkinkan eksplorasi virtual yang mendalam, menampilkan model 3D yang detail dan akurat dari struktur geometris, relief, serta elemen arsitektur candi. Pengembangan dilakukan dengan metode Research and Development (RnD) dan Software Development Life Cycle (SDLC) berbasis model waterfall, meliputi tahap perancangan aset visual menggunakan Blender, penerapan tekstur realistis, dan optimalisasi performa melalui teknologi Babylon.js agar dapat dijalankan di perangkat VR dan web browser berbasis WebGL. Aplikasi ini menyediakan pengalaman edukasi berbasis audiovisual yang interaktif, di mana pengguna dapat menjelajahi candi, mengamati relief dengan presisi tinggi, dan mengakses informasi sejarah serta budaya secara langsung. Hasil pengujian menunjukkan bahwa aplikasi ini efektif dalam memperkenalkan Candi Borobudur kepada khalayak luas, khususnya mereka yang belum pernah mengunjungi lokasi aslinya, sekaligus berkontribusi pada pelestarian budaya secara digital. Penelitian ini menawarkan pendekatan baru dalam konservasi dan pembelajaran warisan budaya, yang dapat menjadi model untuk pengembangan teknologi serupa di masa mendatang.

**Keywords:** Borobudur, Virtual Reality, Digital Preservation, Digital Media.



Creative Art & Design

139-130

## Impact of Public Art on Cultural Heritage Preservation and Sustainable Livelihoods in Sarawak

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### ABSTRACT

Public art plays a pivotal role in shaping the identity and character of cities, towns, and rural areas in Sarawak. In Kuching, Bintulu, Miri, and Sibul, public art enriches the public's sense of belonging, creating vibrant spaces that attract both residents and visitors. By connecting diverse cultures, including those from rural communities, public art preserves local traditions while simultaneously fostering contemporary expressions through technological advancements. Moreover, public art promotes indigenous cultures by integrating traditional themes and narratives, thereby reinforcing cultural identity and promoting cultural tourism. Through a semi-structured interview approach, this study explores into the multifaceted role of public art as a catalyst for sustainable development and cultural preservation in Sarawak. The thematic analysis of the interview findings highlights the paramount importance of integrating public art into planning and management processes, particularly in the context of landscape architecture and socioeconomic considerations. Public art in Sarawak fosters community engagement, stimulates economic growth, and enhances cultural preservation, thereby contributing to the development of unique and distinctive landscapes that reflect the region's rich cultural diversity and historical significance.

**Keywords:** Public Art, Cultural Heritage Preservation, Sustainable Livelihoods, Community Engagement.



## Creative Art & Design

140-132

# Design on Intuitive Designer: The use of intuition in designing a Mobile Game User Interface

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## ABSTRACT

One of the essential elements in game design, including mobile games, is the user interface (UI) that facilitates navigation, reduces confusion, and increases player engagement. Designers play a significant role in creating effective and intuitive UIs through understanding user data and needs. Still, the designer's intuition is one of the determining factors in the design process. This study aims to evaluate the extent to which intuition plays a role in designing mobile game UIs, especially in how designers use intuition to design interfaces that support user experiences. The method focuses on understanding the role of intuitive thinking designers when designing mobile game UI designs. Data will be collected through structured interviews involving mobile game UI designers. Thematic analysis will be used to analyze the data, identifying patterns and code and recurring insights related to intuition in the designing mobile game UI process. The results present that Designers, when creating successful UI designs, rely on users and iterative refinement to align aesthetic innovation with functional effectiveness, validated through user feedback and creative exploration. The interplay between the Intuition-Driven Approach and the Data-Driven Approach

**Keywords:** Design, Intuition, Mobile Game, User Interface.



Creative Art & Design

143-136

## Exoticism in the Aesthetic Creative Process of Gedhog Weaving Batik Creation with Natural Dyes at Sekar Ayu Studio, Tuban Regency

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### ABSTRACT

Tuban natural dye gedhog woven batik at the Sekar Ayu Tuban Studio has been able to survive and exist in the traditional culture of the Tuban community until now. The creative process of creating natural dye gedhog woven batik is still preserved until now. Knowledge about the existence of natural dyes for Tuban gedhog woven batik is important to know as a basis for mapping the extent to which the tradition of local knowledge heritage by ancestors which is a culture-based technology is passed down to the next generations and the extent to which strategies are carried out so that its presence continues to be accepted by the community amidst the flow of modernization in the batik industry production arena. The formulation of the problem in this study is: (1) What is the creative process of making the traditional gedhog woven fabric from Tuban?; (2) How is the creative process of creating natural dye gedhog woven batik at the Sekarayu Batik Studio, Kerek District, Tuban Regency? The research uses a qualitative method and will focus on studying natural dye gedhog woven batik from the aesthetic and sociology of art approaches. The subjects of the research are natural dye gedhog woven batik artisans at the Sekar Ayu Studio, Kerek District, Tuban Regency. In addition, several natural dye gedhog woven batik fabrics from Tuban will also be used as the main observation objects to reveal the problems in the research. Research data were collected through observation techniques, interviews and document studies. Data analysis was carried out by reduction, data presentation, and conclusions/verification. Skilled batik makers are able to spontaneously carve various types of motifs agilely. This process is part of a local cultural asset that has aesthetic value and local intelligence that is trained because of the pattern of life habits. In addition, the coloring process is carried out up to 10 times due to the type of large gedhog woven yarn fibers and is not too pure white. Extra patience and diligence are required for batik makers. Batik woven gedhog has a motif pattern with a white background color that is walled or given a touch of cocohan forming small dots. There are types of white batik, bangrod / abangan, biron, pipitan and irengan. The impression of color on woven gedhog batik tends to be exotic and ethnic due to the influence of the quality of the yarn and the color of the gedhog weave.

**Keywords:** Batik, Exoticism, Gedhog Weaving, Natural Dye, Studio Sekar Ayu Tuban.



## Creative Art & Design

144-137

# Misa Melayu: An Intersection of Tradition, Culture, and Ceremony

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## ABSTRACT

“Misa Melayu,” a seminal work by Raja Chulan, serves as a rich tapestry of Malay cultural values and ceremonial practices. This study, “Cultural Values and Ceremonial Practices in Misa Melayu,” aims to delve into this intricate cultural fabric, providing a comprehensive understanding of the socio-political landscape and hierarchy within Malay societies as depicted through the ceremonies described in the manuscript. The research methodology is based on a comprehensive reference to the manuscript ‘Misa Melayu’ by Raja Chulan. The manuscript provides an in-depth understanding of three central ceremonies: the Royal Procession Departure Ceremony, the Funeral Ritual, and the Honoring Ceremony. These ceremonies are not just rituals, but they serve as a mirror reflecting the socio-political landscape and hierarchy within Malay societies. The results reveal that these ceremonies are not merely traditional practices, but they serve as a vehicle for expressing societal values, reverence for leadership, and the intricate interplay between authority and populace. The implications of this study are profound. It underscores the importance of ceremonial practices in maintaining cultural identity and stability in traditional societies. Furthermore, it contributes to the broader field of cultural and historical studies, providing a critical framework for understanding the cultural dynamics at play in Malay society.

**Keywords:** Raja Chulan, Misa Melayu, Ceremonial Practices, Malay Cultural Identity, Socio-political Rituals.





Creative Art & Design

087-141

## Assessing User Perceptions and Design Preferences for Lower Limb Physical Amputees in Malaysia

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### ABSTRACT

This study explores user perceptions and design preferences for prosthetic leg cosmetic design among individuals with lower limb disabilities in Malaysia. The aim is to assess the importance of aesthetic and functional aspects in adaptive devices to enhance the quality of life and inclusivity for this demographic. With limited research addressing culturally relevant adaptive design in the Malaysian context, this study seeks to bridge this gap by identifying key design factors that meet user needs in terms of comfort, aesthetic appeal, and practicality. Using a quantitative approach, participants were recruited from a disability organization to ensure a representative sample. The survey component measured preferences in prosthetic design features, including cover, color, and pattern design. Data were analyzed using SPSS version 26 to identify recurring themes, including the need for culturally appropriate designs. Findings indicate that Malaysian users prioritize comfort and accessibility and value aesthetic designs that reflect personal identity and cultural norms. There is a clear preference for adaptive apparel that blends into mainstream fashion while offering ease of use and durability. These insights underscore the potential for developing a cosmetic design that is both functional and emotionally resonant. This research provides a foundation for future studies and contributes valuable knowledge toward creating user-centered adaptive apparel solutions in Malaysia, ultimately benefiting the needy community.

**Keywords:** User Perception, Prosthetic Cover, Lower Limb Physical, Disabled.



## Creative Art & Design

152-148

# The Diversified Expression of Innovative Materials in Soft Sculpture Art

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## ABSTRACT

The use of the word soft sculpture was originally used as a contrast with the traditional hard sculpture. As one of the important ways of expression in the field of art, soft sculpture has history is far shorter than oil painting, printmaking and other arts.

In the artist's creation and practice, the creation of materials appear more diversified performance. A large number of new materials and new processes are integrated into the production of creative materials, and the rich colors and diverse materials have changed the traditional form. Different soft materials show different artistic characteristics. The materials used in the traditional fiber works are mainly naturally formed fibers. With the progress of science and technology, new materials and forms are added in fiber art.

With the collision of science and technology, art breaks through the limitations of traditional fiber materials, and artificial synthetic fiber, photoelectric fiber and so on appear. At present, the application of soft sculpture art creation materials has a broader space for development, its visual effect has been fully used, and can convey the emotional value of the artist.

By exploring the diversified expression of innovative materials in the art of soft sculpture, this paper explores the formal aesthetic expression of new materials and the expression of the artist's emotion. The types of materials are updated and iterated due to the continuous development of technology, so as to present different visual effects for the viewer.

Through the promotion of art movement, fiber art exhibition and other events, we know that there are more forms of material expression in the art creation, which is more closely combined with science and technology, providing more choices for the creation.

This paper analyzes the diversity of innovative materials in soft sculpture art through literature research method and case analysis method.

**Keywords:** Soft Sculpture, Material Innovation, Creative Art, Diversified Expression.



## Creative Art & Design

042-149

# AI-Enhanced Graphic Design Process Framework: A Systematic Analysis

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## ABSTRACT

The integration of artificial intelligence (AI) into graphic design is transforming creative workflows by enhancing efficiency and fostering innovation. This paper systematically examines AI-assisted design frameworks, emphasizing the dynamic interplay between automated tools and human creativity. By exploring AI applications across ideation, visual development, and production, the study highlights the contributions of technologies such as ChatGPT, Midjourney, and DALL-E in augmenting various stages of the design process. A case study on AI-assisted children's storybook creation informs the development of a generalized framework adaptable to diverse design contexts. Structured around four core phases—Input, AI Intervention, Digital Manipulation, and Output—the proposed framework illustrates how AI accelerates concept generation, enhances asset quality, and facilitates iterative refinement. A comparative analysis underscores the advantages of AI-enhanced workflows, including faster project turnaround, cost efficiency, and expanded exploratory potential. Additionally, the study investigates the evolving role of designers in AI-assisted environments, addressing the balance between automation and human oversight. Critical ethical considerations, such as originality, content ownership, and bias mitigation, are analyzed to ensure responsible adoption of these technologies. By proposing a scalable and adaptable design framework, this paper contributes to the ongoing discourse on AI's transformative influence across creative industries. The model offers practical insights for integrating AI into design pipelines, positioning AI as a collaborative tool that amplifies—rather than replaces—human ingenuity.

**Keywords:** AI-Driven Graphic Design, Creative Workflow Automation, AI-Human Collaboration, Design Process Framework.



## Creative Art & Design

042-150

# Embracing Artificial Intelligence in Creative Arts Education

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## ABSTRACT

The ability of Artificial Intelligence (AI) technology to produce a quality output in a short time concerns many stakeholders in the creative arts industry. Despite its rapid development, AI has not been deeply applied in creative arts education. To stay abreast with the new technology, AI integration in art education should be introduced by highlighting three key aspects: [1] teaching method; [2] refined intelligent teaching approach; and [3] intelligent learning experience. Systematic Literature Review (SLR) is applied to identify the benefits and advantages of AI in creative arts education. This study offers a conceptual framework that organizes the attributes of future creative arts graduates and potentially accommodates diverse educational concerns as a digital citizen. This parameter offers various frameworks for productive discussion and can be utilized as a foundation for formulating targeted research directions in creative arts education.

**Keywords:** Artificial Intelligence, Creative Arts, Education.



Creative Art & Design

153-151

## Islamic Calligraphy Script and Ornamentation in First Terapung Mosque in Perak: Al-Bard Mosque

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### ABSTRACT

Mosque is a unique and appropriate place for worship for Muslims, including prayer and "*ikhtikaf*" contemplation and several functions. As a unique architecture, mosque complimented with several ornaments such as arabesque, geometric pattern and calligraphy. However, calligraphy and ornamentation elements are highlighted as core topics in research but still inadequate especially related to specific mosque in Malaysia. Thus, there need more appreciation and conservation of local mosque so that future generation able to see and appreciate local Islam art as their culture. This study examines calligraphy and ornament elements in specific mosque Al-Bard or called as Masjid *Seribu Selawat*, the first floating mosque in Perak (2016). This study involved visual research, such as collecting visual data, site visit and interview some of calligraphy experts and organization members of *Seribu Selawat* Mosque. The goal of this study is to provide guidance for education purposes and creative creations.

**Keywords:** Calligraphy, Ornaments, Architecture Mosque.

**Creative Art & Design**

147-153

## **Exploring the Intersection of Piano Techniques and Emotional Resonance in Nanchang, China**

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### **ABSTRACT**

This study investigates the expressive potential of piano techniques and their influence on emotional resonance within classical performance, with a specific focus on Nanchang, Jiangxi Province, China. While Western classical music is deeply rooted in emotional expression, traditional Chinese music emphasizes subtlety and spiritual reflection. This cultural divergence presents challenges for Chinese piano students and educators in harmonizing Western techniques with local sensibilities. By integrating theoretical frameworks such as Dalcroze Eurhythmics, Meyer's Theory of Emotion and Meaning in Music, and Hofstede's Cultural Dimensions, the research examines how piano techniques—dynamics, tempo, articulation—impact emotional expression and how cultural factors mediate this effect. A mixed-methods approach combines surveys, interviews, observational studies, and performance analysis to explore the perceptions and experiences of students, educators, and audiences. Participants include professional pianists, music educators, students, cultural scholars, and general listeners. The study also addresses gaps in current research, including the integration of emotional expression into piano pedagogy, cultural variations in audience perception, and the role of innovative technologies in teaching. Findings aim to provide actionable insights for developing culturally adaptive piano teaching strategies that balance technical mastery with emotional depth, fostering greater engagement and retention among students. This research contributes to the broader discourse on music education, emphasizing the interplay between technical skill, emotional communication, and cultural identity. By addressing these dimensions, the study aspires to enhance the emotional impact of piano performances, enrich pedagogical practices, and deepen understanding of the role of culture in shaping musical expression.

**Keywords:** Piano Technique, Emotional Resonance, Classical Performance, Music Education, Cultural Context.



## Creative Art & Design

155-154

# Reka Bentuk Busana Budaya Orang Asli Semai

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## ABSTRAK

Orang Asli Semai secara tradisinya menggunakan busana untuk aktiviti kebudayaan daripada daun atau kulit kayu. Bahan ini sukar diperolehi, pembuat semakin kurang dan tidak tahan lama. Kemahiran menganyam pakaian tradisi tersebut lebih dominan dikuasai oleh generasi yang telah lanjut usia. Penyelidikan dan pendokumentasian berkaitan motif baju kebudayaan sangat kurang. Sehubungan dengan itu, kajian ini bertujuan mengenalpasti motif yang terdapat dalam budaya Orang Asli Semai seterusnya menghasilkan reka bentuk busana budaya Orang Asli Semai yang menggunakan bahan tekstil. Kajian ini merupakan kajian kualitatif dengan melaksanakan kerja lapangan menemubual informan. Data dianalisis untuk memperolehi gambaran motif kemudian menghasilkan rekaan busana sebagai pakaian kebudayaan Orang Asli Semai. Hasil kajian ini mendapati bahawa motif bunga durian (*bungak sempak*) sesuai dijadikan sebagai motif bagi identiti Orang Asli Semai berdasarkan amalan kenduri sempak (durian) yang merupakan perayaan Orang Asli Semai sebagai tanda kesyukuran hasil buah durian dalam setiap musim. Warna pakaian adalah coklat yang menggambarkan warna tanah iaitu merupakan keperluan penting dalam kelangsungan kehidupan dan budaya Orang Asli Semai. Itu sebabnya mereka menjadikan pemilikan tanah adat sebagai satu perjuangan. Reka bentuk pakaian berdasarkan fesyen pakaian asli Orang Asli Semai daripada kulit kayu dan daun yang menggunakan baju berlengan pendek dan kain pendek atau baju berlengan paras siku dengan kain panjang bagi perempuan. Lelaki Orang Asli Semai gemar menggunakan baju berlengan pendek dengan kemeja bagi lelaki. Busana tersebut dihias menggunakan motif bunga sempak. Bahan hiasan menggunakan buah jelai yang telah menjadi bahan membuat aksesori dalam kalangan Orang Asli Semai. Penghasilan pakaian budaya ini penting agar peribumi Orang Asli Semai mempunyai busana yang boleh digunakan untuk pelbagai perayaan, persembahan, perkahwinan atau acara peringkat antarabangsa. Rekaan ini menjadi transformasi terhadap budaya Orang Asli Semai terutama dari aspek kebudayaan.

Kata Kunci: Sempak (Durian) Orang Asli Semai, Busana, Motif.



Creative Art & Design

079-160

## A Study of Form of Rehal from National Museums Collection from 1957-2020

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### ABSTRACT

The concept of using *Rehals* goes beyond its use which includes emotions, spiritual and physical journeys, and youth. In most cultures, *Rehals* are used as a support for religious texts while studying or praying. In addition, *Rehals* symbolize the importance of knowledge and spiritual growth in life. In the tradition of the Islamic community, *Rehals* are not just a tool to place the Qur'an but also as a symbol of respect for the Qur'an in the pursuit of wisdom and knowledge. *Rehals* are found in mosques and houses that place values and spiritual education in the Islamic society. However, most *Rehals* have been modified according to the passage of time. The objective of the study is to identify the form of *Rehals*. An in-depth study of *Rehals* is not commonly done, especially about the materials and shapes. Samples of *Rehals* were collected from the National Museums Kuala Lumpur. This research aims to identify the form of *Rehals* in the year 1957 until 2020. As a result of this study, the findings were obtained from interviews and the researcher's observations. The findings of this study are expected to help researchers and various parties to explore the form of *Rehals* from the point of view of size, height, manufacturing materials and types of carving.

**Keywords:** Rehal, Form, Wood Carving, Meaning, Influence.



Creative Art & Design

101-163

## Harmonising Sight and Sound: The Role of *Hujan Keronchong* in Shaping Narrative and Emotion in *Mukhsin* (2006)

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### ABSTRACT

This study explores the role of soundtracks in film, focusing on their ability to shape perception and interpretation through the relationship between visuals and music. Specifically, it examines *Hujan Keronchong*, the original soundtrack of Yasmin Ahmad's *Mukhsin* (2006), to analyse how its placement within the film functions as a narrative indicator. Through a close analysis of the cohesion between the soundtrack and *mise-en-scène*, the study highlights how this relationship evokes emotional responses, leading to an interpretative process that uncovers figurative meaning in film. By investigating the scene where *Hujan Keronchong* appears, along with the lyrical significance of the soundtrack, this research aims to demonstrate the crucial role of film music in storytelling. Soundtracks not only enhance narrative coherence but also contribute to meaning-making and emotional engagement. Despite their significance, film music is often overlooked in cinematic analysis. This study argues that soundtracks hold intrinsic value in conveying emotions and deepening audience interpretation. Through an interdisciplinary approach that incorporates semiotic analysis and film studies, the research examines how the visual and auditory elements of *Mukhsin* interact to create a nuanced storytelling experience. The findings contribute to a broader understanding of how soundtracks function beyond mere accompaniment, positioning music as an essential cinematic component that shapes perception, emotion, and narrative interpretation.

**Keywords:** Film Music, Soundtrack, Film Narrative, Emotional Interpretation, *Mise-En-Scène*, Semiotic Theory.

Creative Art & Design

166-164

## Building Brand Equity through Visual Brand Identity in Mobile Apps: A Systematic Literature Review

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### ABSTRACT

Mobile applications are increasingly integral to brand strategy, yet research has largely focused on usability and functionality, overlooking the impact of visual branding elements such as logo, typography, color scheme, and icon. While established brand equity models emphasize various brand-building factors, the role of visual brand identity in shaping user perceptions, engagement, and loyalty especially in mobile apps remains underexplored. This Systematic Literature Review (SLR) explores the role of visual brand identity in building brand equity within mobile applications. Drawing on established brand equity models, this study synthesizes existing literature to identify key visual branding elements that influence user perceptions, engagement, and loyalty. Findings highlight that a cohesive visual brand identity enhances brand awareness, trust, and emotional connection, ultimately strengthening brand equity. Additionally, integrating visual branding with user experience (UX) design fosters a seamless and immersive interaction that reinforces brand recognition. Despite growing interest in digital branding, research has yet to fully explore the impact of dynamic branding elements such as motion-based graphics and adaptive UI features on brand equity. This review highlights the need for empirical studies that examine how these evolving visual strategies shape consumer perceptions and engagement, offering insights for both academics and practitioners in mobile app branding.

**Keywords:** Visual Brand Identity, Brand Equity, Mobile Apps, SLR.

Creative Art & Design

170-169

## Designing Therapeutic Waiting Areas: A New Media Framework for Reducing Stress in Healthcare Environments

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### ABSTRACT

Long waiting times in healthcare settings are correlated with increased patient anxiety and dissatisfaction. Prolonged wait time averaging is *40 minutes* in primary care clinics. Despite improvements in healthcare design, the necessary furnishings to provide a relaxing and healing environment are still lacking in many waiting areas. This issue is addressed gap in this study through an exploration of the potential of interactive media, guided by Lev Manovich's principles of new media, to transform waiting areas into spaces of relaxation and to enhance well-being and contribute to Sustainable Development Goal 3 (Good Health and Well-being). A novel framework is developed for the designing of interactive media installations that incorporate visual nature, natural sounds, and interactivity to enhance patient experiences and promote well-being by applying Lev Manovich's new media principles of modularity, variability, automation, and transcoding to interactive media installations. A triangulated qualitative methodology is employed, wherein contextual relevance is explored through semi-structured interviews with healthcare professionals ( $n=3$ ), professional experts in new media ( $n=5$ ), and patients ( $n=30$ ), supplemented by document analysis of existing waiting area designs. The findings emphasize the importance of integrating natural elements and interactivity into media designs to create personalized, engaging patient experiences. The transformative potential of interactive media is highlighted in reducing stress, improving patient satisfaction, and fostering therapeutic environments aligning with SDG 3's objective of ensuring healthy lives and promoting well-being for all ages. Manovich's principles are extended into healthcare design, bridging theory and practice, and a roadmap is offered for implementing innovative media designs in healthcare facilities. It is recommended that future research empirically test the framework, evaluate its long-term impacts, and explore scalability across diverse healthcare settings.

**Keywords:** Waiting Areas, Lev Manovich, Interactive Media, Nature-Inspired Visual, Reducing Stress.



## Creative Art & Design

171-170

# "Guided and Unguided? Investigating Model-Making Techniques in Malaysian Undergraduate Industrial Design Education"

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## ABSTRACT

Many design school programs improve their approach and execution of design courses. Students will be trained in research and techniques for problem-solving. Furthermore, students learn the skill of sketching to present concepts and to construct models of products and ideas. The more proficient students become at rapidly creating models, the faster their concepts will be understood. Model making (MM) is an important component of the industrial design process, helping the designer to visualize the design from a two-dimensional to a three-dimensional stage. Nevertheless, various researchers have identified issues in understanding MM among undergraduate industrial design students based on previous studies. The evaluation of previous research results within the operational model of the MM process revealed a lack of proficiency, especially related to foam sculpting, material selection, handling tools, and process. Hence, it is vital to develop MM techniques and processes related to the Malaysian setting to create a quality model. This research aims to examine the understanding of MM processes among industrial design students at Universiti Teknologi MARA, Kedah, and Melaka Branch. A semi structured interview will be performed with 30 undergraduate industrial design students, followed by an observational process using protocol analysis to assess the efficacy and significant differences in model-making processes between the guided and unguided groups. The video recorder will be used to collect both interviews and observations, while Adobe Premiere Pro will be employed for capturing the videos. The impacts of this study aim to help improve the education system and support future designers and design educators in their comprehension of MM. Furthermore, the substantial findings of this research will contribute to enhancing the quality of education as a socioeconomic drivers in Malaysia, aligning with the Framework 10-10 Science, Technology, Innovation and Economic Malaysia (MySTIE) outlined by the Ministry of Science, Technology, and Innovation Malaysia (MOSTI).

**Keywords:** Model Making Techniques, Industrial Design Education, Guided Learning, Unguided Learning.



## Creative Art & Design

173-175

# Exploring Ear-Based Training for Jazz Piano Improvisation: A Study with Novice Musicians

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## ABSTRACT

Jazz improvisation is an essential skill for jazz pianists, and it is based on both technical knowledge and musical intuition. Students are mostly taught jazz improvisation through the use of scales and theoretical knowledge, however, there are approaches that focus on listening, imitation, and transcription which lay a more natural foundation to improvisation. This study was conducted in order to explore the effectiveness of ear training in developing jazz piano improvisation skills in students aged 13-17. A total of three classically trained pianists, with no prior jazz experience, were selected and engaged in a three-month ear-based training program. For the first month, the training was based on imitating professional solos and transcribing the melodic lines, and in the last month, the participants were expected to come up with their own improvisational ideas following all the knowledge that they had gained. Each participant attended individual 40-minute classes weekly, and their progress was tracked through performance evaluations which were done on a weekly and monthly basis. The results show that students trained by listening as opposed to conventional methods not only improved their technical ability but also demonstrated increased in creativity and expressiveness which are the two most important aspects of a good improvisation. These findings suggest that ear-based training may be more effective for novice jazz improvisers which open a new perspective for future music education practices.

**Keywords:** Jazz Improvisation, Ear-based Training, Jazz Piano, Improvisation Skills, Transcription.





Creative Art & Design

176-176

## Study on Creative Transformation and Cultural Inheritance of Yueling Ancient Houses Canvas

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### ABSTRACT

Guilin Yueling Ancient House Architecture, as an outstanding representative of traditional Chinese villages, is the result of the integration of Xianggui culture. It holds significant historical, cultural, and artistic value. This article aims to discuss how to make creative art conversion to the ancient dwellings of Yueling ancient residential buildings through canvas, and this transformation process is of great significance to the creative inheritance of cultural creativity. It studied and analyzed the artistic characteristics of Guilin Yueling Ancient Futings, including its unique cultural connotation and aesthetic characteristics, and focus on analyzed its architectural sculpture art. The innovative methods of canvas creation when expressing the ancient living buildings of Yueling, such as composition, color, lines, lines, artistic conceptions, emotions, narrative, and freehand expression. Through these innovative techniques, canvas can not only show the unique aesthetics of Yueling ancient residential buildings, but also deeply convey the cultural spirit behind it. This article also discusses the role of canvas creation in cultural heritage, pointing out that canvas is a visual art form, which can effectively spread and promote the cultural value contained in Guilin's ancient living buildings. Through canvas, it can stimulate the public's interest and attention to ancient residential buildings, thereby promoting its protection and inheritance. In the end, through research and practice, it is expected to provide reference and reference for the creative art conversion and cultural heritage of Guilin Yueling ancient residence buildings. Studies believe that canvas creation is not only an innovative expression of the artistic value of Guilin's ancient living architectural art, but also the depth and inheritance of its cultural connotation, which is of great significance to promote the innovation and development of traditional culture.

**Keywords:** Creative Transformation, Cultural Inheritance, Guilin Yueling, Ancient Houses, Canvas.

**Creative Art & Design**

178-185

## **Implementation of Quintuple Helix in Developing Public Art Initiatives for Alor Gajah Urban Representation**

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### **ABSTRACT**

Public art in Melaka have been significantly evolve since it is a state that nurture art and tourism through various urban ornamentation that resembles the famous historical state and the rich cultural heritage of Malaysia. Many efforts from municipal or city councils have proven how art in public spaces indirectly educate the society and tourists through the representations of murals, sculptures, replicas, street furnitures and many other forms of public art projects. As among a township that promotes and foresee the benefit of nurturing public art for the communities in the area, recently an initiatives known as 'Warnaloka' was introduced to the public engaging few stake holders of Alor Gajah. 'Warnaloka' effectively engaged the university, industry, government, city council and local community in a harmonious cultural connections. This study aims to demonstrate the successful cooperation through 'Quintuple Helix' strategy between Julie's industry, UiTM & MPAG. The project envisioned not only to beautify the town through colourful murals and sculptural shades in the park, but also to glorify a sense of belonging, shared memories, as well as foster a strong sense of community spirit. The research objectives focus on identifying the effectiveness of quintuple-helix strategy in developing and sustaining art in public spaces that can be propose to any other domestic locations in future. Research method is qualitative-exploration with a case study approach, exploring the social behavior, ecological challenges and governance systems of Alor Gajah's communities and stake holders. The results of this study shall indicate the outcome of quintuple -helix through Sustainable Public Art Framework & Guidelines (SPAFG) and provide key factors of sustainability for the benefit of all coordination's initiated through public art.

**Keywords:** Quintuple Helix, Public Art, Sustainability, Creative Interventions, & Art in the Park.



Creative Art & Design

179-186

## The Philosophical Meaning of Karoh Decorations, Suang Lotud, Tuaran District, Sabah

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The Suang Lotud ethnic group speaks the *Dusun* language and primarily inhabits the West Coast of Sabah, especially in the Tuaran District and Tamparuli. Similar to other Kadazan Dusun sub-ethnic groups, the Suang Lotud exhibits unique traditional garments and ornaments. The *karoh* is a notable accessory commonly donned as a neck accessory by men. Direct observation techniques and in-depth interviews with several informants across various selected villages were employed to collect information about the meaning of the Suang Lotud karoh decorations. This study aims to understand the living philosophy of the Suang Lotud, which is closely linked to the cultural and artistic value of the *karoh*, which is gaining prominence. Furthermore, it signifies one of the documentation efforts on their accessories, which are increasingly becoming scarce today. The collected data reveals that the Suang Lotud historically embraced a life philosophy defined by the visual allure of *karoh* ornaments, which functioned as their wedding gifts. *Karoh* features multiple kinds distinguished by their unique carvings and values. Thus, the philosophy of Suang Lotud shown in this *karoh* decoration necessitates investigation and understanding to guarantee its use extends beyond mere embellishment and functions as a meaningful expression of Suang Lotud identity.

**Keywords:** Suang Lotud, Karoh, Philosophy, Ornaments, Accessories.



## Creative Art & Design

180-187

# Plastic Waste and 3d Printing Technologies: Handcrafted Industry Innovation

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## ABSTRACT

The global plastic waste epidemic is a growing environmental challenge that necessitates innovative approaches to reduce, reclaim, and repurpose discarded materials. This study investigates the potential of 3D printing technologies to convert plastic refuse into a valuable resource for the local handcrafted industry. By combining traditional craftsmanship with additive manufacturing, artisans and small-scale entrepreneurs can produce high-quality, customized, and eco-friendly products that adhere to the principles of the circular economy. The study explores financial feasibility, material practicality, and novel recycling methods of integrating 3D printing into traditional handicrafts. The study also evaluates the socio-economic advantages of this integration, such as cost reduction, market accessibility, and new creative opportunities for artisans. The results emphasize the transformative potential of integrating sustainable materials with digital fabrication, which will facilitate a new era of eco-conscious innovation. This research promotes environmental responsibility and economic resilience within local communities by bridging technology and tradition, advocating for a future in which waste materials are repurposed into distinct handcrafted products.

**Keywords:** 3D Printing, Plastic Waste, Local Craft, Artisan, Innovation.



## Business & Management

030-013

# Harnessing ROSCA: A Viable Funding Approach for Handicraft Producers in the Production of 'Baju Marik,' a Traditional Iban Costume

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## ABSTRACT

Handicraft producers frequently encounter financial barriers that hinder their ability to acquire materials and sustain production. This study explores how a group of three artisans utilized a Rotating Savings and Credit Association (ROSCA) system to finance the creation of the *Baju Marik*, a traditional Iban costume integral to the *Ngepan*, or ceremonial attire, of the Iban community in the Batang Rajang River region. The *Baju Marik* is intricately crafted with beadwork, employing materials such as glass beads, blue barrel beads, straw beads, *buah pelaga* (fire agate), brass bells, and cowrie shells. Through a case study approach, the research explores how the artisans leveraged the ROSCA system to collectively pool resources for the purchase of required materials. Qualitative analysis identifies key themes related to the artisans' financial constraints and their collaborative strategies in overcoming these obstacles. The findings indicate that the ROSCA system effectively mitigated the artisans' capital limitations, facilitating the successful production and sale of the *Baju Marik* at prices ranging between RM1600 and RM1800 per piece. This paper underscores the role of ROSCA in promoting economic empowerment and sustainability within rural or marginalized communities, demonstrating its potential to be adopted by other handicraft producers facing similar financial challenges. Furthermore, the study highlights the scarcity of research on ROSCA systems in handicraft production, with existing studies lacking proper documentation. Despite the system's success, challenges such as delays in fund collection and group coordination were observed, indicating the need for refinement in its application to enhance efficiency.

**Keywords:** ROSCA (Rotating Savings and Credit Association), Handicraft Production, Baju Marik, Iban Community, Cooperative Financing.





## Business & Management

012-014

# Kloth Care Malaysia as Social Business Model Innovation through Fabric Recycling

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## ABSTRACT

The case study of Kloth Care Malaysia examines the role of this social enterprise in promoting environmental sustainability through fabric recycling. The study, conducted between 2018 and 2022, identifies 12 cases in Malaysia where textiles are upcycled into value-added products. It explores the components of upcycling, including engagement, education, business involvement, networking, and the production process. Kloth Care is highlighted for its collaborations with various organizations and companies, contributing to a circular economy and addressing issues such as illegal recycling and waste dumping in Malaysia. The research methodology includes secondary data analysis and in-depth interviews with Kloth Care's co-founders and marketing executive. The study concludes that community involvement in recycling fabric is crucial, and that upcycling enhances the value of textiles, recommending further exploration of environmental recycling practices and innovative approaches to sustainability.

**Keywords:** Social Model Innovation, Fabric recycling, Kloth Care Malaysia.





## Business & Management

034-020

# Current Landscape of the Inclusive Workplace: A Bibliometric Analysis

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## ABSTRACT

Inclusive workplace has gained significant attention in recent years as organizations strive to foster environments that value diversity and ensure equity for all employees. An inclusive workplace is characterized by policies and practices that not only promote the presence of diverse individuals, such as those of different races, genders, sexual orientations, and abilities, but also ensure that these individuals feel valued, respected, and integrated within the organization. Achieving workplace inclusivity remains a challenge for many organizations. Barriers such as unconscious bias, structural inequalities, and a lack of leadership commitment to diversity continue to impede progress. The gaps remain in understanding the specific strategies that best promote inclusivity across different industries and cultural contexts. There is also a need to explore how inclusivity impacts underprivileged groups specifically disabled workers in the workforce. This study aims to explore the current landscape of the inclusive workplace studies from the perspective of the number of publications, trends, and conceptual structure using bibliometric analysis in order to understand the extend of inclusive workplace studies that have been explored till now. This research will explore the trends, themes, and key contributors to the academic discourse encompassing workplace inclusivity. By identifying the most influential studies and emerging research areas, the study will offer insights that can inform both academic understanding and practical approaches to fostering inclusivity in the workplace.

**Keywords:** Inclusive Workplace, Workplace Diversity, Bibliometric Analysis.



## Business & Management

050-031

# Sokongan Komuniti Dalam Memperkasakan Warga Emas: Mewujudkan Penuaan Aktif Dalam Masyarakat Madani

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## ABSTRAK

Perubahan demografi di Malaysia telah membawa implikasi signifikan terhadap peningkatan jumlah warga emas. Dalam konteks masyarakat MADANI, sokongan yang kukuh terhadap warga emas adalah penting untuk memastikan kesejahteraan mereka serta penglibatan aktif dalam komuniti, menyumbang kepada pembangunan masyarakat yang inklusif dan harmoni. Kajian ini akan meneliti peranan sokongan komuniti dalam memperkasakan warga emas dan mewujudkan penuaan aktif di negeri Pulau Pinang. Metodologi kajian yang digunakan melibatkan kaedah kualitatif dengan mengadakan temubual mendalam bersama warga emas di Pulau Pinang. Hasil kajian menunjukkan bahawa warga emas yang menerima sokongan komuniti lebih aktif dalam menjalani kehidupan harian, berinteraksi dengan rakan sebaya dan terlibat dalam pelbagai aktiviti sosial. Ini secara langsung membantu mereka mengelakkan perasaan kesunyian dan kemurungan. Aktiviti bersama rakan-rakan, termasuk program keraian, keagamaan dan aktiviti fizikal amat membantu mereka dalam meningkatkan kesihatan fizikal dan kesejahteraan mental. Kesimpulannya, sokongan komuniti adalah penting dalam memperkasakan warga emas untuk menjalani penuaan aktif. Disarankan agar kerajaan negeri dan agensi berkaitan memperkukuh program sokongan sosial serta memperluas akses kepada inisiatif yang menyokong penuaan aktif di Pulau Pinang dan Malaysia secara keseluruhan. Dengan pendekatan yang lebih holistik, masyarakat dapat memastikan kesejahteraan warga emas terjamin, selaras dengan visi masyarakat MADANI yang inklusif dan penyayang.

**Kata Kunci:** Sokongan Komuniti, Warga Emas, Penuaan Aktif, Kesejahteraan Hidup, Masyarakat MADANI.



## Business & Management

051-032

# Iterative Multiple-Pass Looping Risk Management Process Integration into Landscape Project Lifecycle

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## ABSTRACT

The risk management process (RMP) must be incorporated as a unified process into the landscape project management process. The traditional risk management process practised in a single linear pass is ineffective and creates redundancy of practical application. The approach of iterative multiple-pass looping to improve risk management effective application understudied in specific integration risk management processes into the project lifecycle. This study aimed to conceptualise RMP integration into the project lifecycle through an iterative multiple-pass looping approach for landscape construction projects. The process formulates a concept through a systematic review of RMP integration into the project lifecycle with three constructs. First, the RMP should complete all six steps, followed sequentially and computed in two to three iterative cycles. Second, the RMP activities are planned and initiated at the earliest phase of the project lifecycle. Finally, to ensure its success, the RMP activities should flow concurrently within the project phase and continuously throughout the project lifecycle. The concept validation uses focus group discussion (FGD) with six construction project stakeholders. A conceptual framework formulated from reviewed conceptual construct and industry validation consensus to assure practical application to suit and benefit the landscape construction project context and industry. The framework allows projects to operate the risk process in a formal structure, timely sequence, complete cycle in each project lifecycle phase, iteratively from the start, and using the best project information. The framework is expected to aid the project planning of policy and improve project risk management toward achieving a sustainable construction policy.

**Keywords:** Iterative Multiple-Pass Looping, Landscape Construction, Project Lifecycle, Risk Management Process.



## Business & Management

019-033

# Effect of Brand Image on Consumers Purchase Decision of Toothpaste in Niger State

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## ABSTACT

The study investigates the effect of brand image on consumers purchase decision of toothpaste in Niger state. Quantitative researched design was adopted with a structured questionnaire for data collection. A multi- stage sampling techniques was adopted to select a sample of 400 respondents. Cluster sampling and simple random sampling techniques was utilized to select two (2) Local Government Area, Bida and Chanchaga Local Government Area, out of twenty-five Local Government Area in Niger state. More so, 400 consumers of close –up toothpaste in the study area were administered questionnaires through their distribution outlet. Descriptive statistics was used for analysing the demographic profile of respondents and multiple regression technique was used for analysing the stimulus and response variables with SPSS software package. The result showed R<sup>2</sup> of 52.4% at 0.012 significant. The findings revealed that popularity has the strongest effect on consumer purchase decision in the study area. It is recommended that close-up toothpaste company should imbibe the culture of popularizing it product because consumers believe that “if it is popular, it must be good” consumers tend to follow others in their choices when it comes to choosing a popular product which in turn increase a sustainable growth of the company.

**Keywords:** Brand, Brand image, Purchase decision, Planned Behaviour Theory. Recognition, Popularity and Packaging.



## Business & Management

086-071

# Bibliometric Analysis of Global Research Trends in Inclusive Education

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## ABSTRACT

Inclusive education, which aims to provide equal learning opportunities for all students regardless of their abilities or disabilities, has gained considerable attention globally. This study presents a bibliometric analysis of the literature on inclusive education, providing a comprehensive overview of research trends, influential publications, key authors, and collaborative networks within this domain. Using a comprehensive database search, the study analyses scholarly articles published in Scopus database, employing bibliometric techniques such as citation analysis, co-citation analysis, and keyword analysis to map the landscape of research on inclusive education. Publications were analysed based on metrics such as the number of publications, citation counts, authorship patterns, and geographical distribution. The findings reveal the evolution of research on inclusive education, highlighting significant shifts in focus areas, emerging themes, and the geographical distribution of research contributions. The analysis revealed a steady increase in publications on inclusive education over the past two decades, with a notable surge in the last five years. Key themes identified include inclusive education, special education, and special needs education. Influential authors and seminal works were highlighted, along with leading journals and institutions contributing to this field. The study also identified emerging trends and under-researched areas that warrant further exploration. This study used the Scopus database for bibliometric analysis specifically using Bibliometric Harzing and Perish as well as Vos-viewer software. Therefore, the articles related to inclusive education in other databases were not included. This study is essential because it can help researchers focus their time on exploring topics that have not been thoroughly investigated. This study provides a detailed overview of the literature on inclusive education, highlighting significant contributions and identifying trends and gaps.

**Keywords:** Inclusive Education, Special Education, Special Needs Education.





## Business & Management

003-074

# Mapping The Field: A Bibliometrics Analysis of the Literature Utilization in Financial Stress

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## ABSTRACT

Economic pressure has become an important source of stress among people. The subjective experience of financial stress has reflective implications for well-being, health, performance and decision-making. This study aims to determine a map of the development of research in the field of financial stress. The study was conducted in December 2024 through keyword research in the Scopus database, from where 606 published articles from 1945 until 2024 related to financial stress. Successively, a bibliometric analysis was implemented by absolute counts using Bibliometric Bibloshiny and Vos-viewer software. The data from the search results then descriptively assessed depending on the year of publishing, the name of the institution and the country that published the progress of the results, the name of journal/publication, the productivity of the researcher and the research object. As a result, there is tremendous increase in the number of publications/ articles published, especially for the period 2014 - 2024 which represents 83.17% publications from the earliest published paper in 1945. Among the top three source titles are Journal of Financial Stability, Journal of Family and Economic Issues as well as International Journal of Finance and Economics. On the other hand, the results of the study also provide an overview of global citation trends on financial stress such as the most cited papers and the network of these papers, the keyword distribution, the co-authorship status and the most influential journals. This study tries to determine the trends and development of financial stress research. This can help researchers attain a comprehensive understanding of this field and can be a reference for the application of financial stress visualization approaches.

**Keywords:** Financial Stress, Bibliometrics, Vos-Viewer, Scopus Database, Global Trends.



## Business & Management

091-075

# The Role of Well-Being in Achieving Work-Life Balance for Lecturers in Hybrid Work Settings

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## ABSTRACT

This study explores the role of well-being in achieving work-life balance for lecturers in hybrid work settings. As hybrid work models become increasingly prevalent in higher education, understanding how various factors influence work-life balance is essential for promoting a sustainable and effective work environment. This research focuses on three independent variables: **work schedule flexibility**, **communication technology use**, and **workplace environment**, and examines how they impact lecturers' work-life balance through the mediation of **employee well-being**. The study controls for potential confounding variables such as **workplace culture**, **access to technology**, and **job satisfaction** to provide a more accurate assessment of the key drivers of work-life balance. By surveying lecturers in hybrid work settings, this study aims to offer valuable insights into how institutions can optimize their hybrid work arrangements to enhance lecturer well-being and work-life balance. Findings suggest that flexible work schedules, effective use of communication technologies, and a supportive workplace environment are crucial to fostering better work-life balance, with employee well-being playing a significant mediating role. The results highlight the importance of considering individual well-being in the design and implementation of hybrid work models, particularly in the context of higher education.

**Keywords:** Work Schedule Flexibility, Communication Technology Use, Workplace Environment, Employee Well-Being, and Hybrid Work Settings.



## Business & Management

094-076

# Generational Differences in Shaping Employee's Ethical Behaviour for Sustainable Organization: A Meta-Analysis

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## ABSTRACT

The ethical behaviour of employees is critical to organizational success, yet fostering such behaviour presents persistent challenges in today's dynamic workplace. Predictable factors such as cultural diversity, technological advancements, and evolving societal expectations highlight the pressing need for robust strategies to promote ethical conduct. Due to that, this paper investigates generational differences in shaping employee's ethical behaviour for sustainable organizations through a comprehensive meta-analysis. Using university electronic databases (Scopus) as a search lens to locate related articles, a meta-analytical technique is employed to analyze and synthesize available literature. The following themes of ethical behaviour and generational differences were used to assess selected studies. Inclusion criteria focused on studies published within the past 10 years, ensuring relevance to recent organizational contexts. By systematically analyzing and synthesizing the literature, this paper provides actionable insights for researchers and practitioners aiming to address challenges of generational differences in shaping employee's ethical behaviour. The findings highlight the distinct ethical values held by each generation and underscore the importance of fostering a cohesive ethical principle within organizations. A significant gap in the findings is the limited exploration of how generational ethical perspectives evolve, particularly in remote work settings, digital workplaces, and gig economies. Additionally, the practical effectiveness of ethical leadership and CSR initiatives in bridging generational ethical gaps remains underexplored. Future research should examine ethical behaviour practices of non-traditional workspaces, assess the effective leadership strategies and policy interventions, and adopt international approaches to enhance generalizability and inform culturally inclusive ethical policies.

**Keywords:** Ethical Behaviour, Generational Differences, Challenges, Meta-Analysis, Sustainable.



## Business & Management

107-092

# Reforming Housing Policies in Malaysia: Insights from Singapore's Success, the UK's Challenges, and Budget 2025 Initiatives

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## ABSTRACT

Housing policies play a crucial role in shaping accessibility, affordability, and social stability. This study critically examines housing policy frameworks in Malaysia, Singapore, and the United Kingdom, aiming to identify actionable insights to enhance Malaysia's housing landscape. Utilising a qualitative research design based on secondary data, the study draws on government reports, policy documents, and international academic literature. A comparative methodology highlights the successes of Singapore's comprehensive policies, including affordability-driven strategies and ethnic integration, alongside the challenges faced by the UK's fragmented and market-driven housing approach. Key findings reveal that Singapore's policies, underpinned by centralised governance and proactive planning, have achieved high homeownership rates, inclusivity, and economic resilience. Conversely, the UK's housing policies illustrate the detrimental effects of inadequate regulation, insufficient investment in social housing, and over-reliance on private markets, contributing to housing unaffordability and social disparities. Malaysia's current housing policies, while showing promise through initiatives like subsidies and loan guarantees, remain constrained by issues such as affordability gaps, project delays, and market volatility. The study proposes policy recommendations for Malaysia, including expanding financial assistance programs, adopting a Build-Then-Sell system, aligning house prices with median income levels, and fostering social cohesion through community-centric policies. Furthermore, strengthening governance structures, enhancing land use strategies, and addressing market inefficiencies are emphasised to create a sustainable and inclusive housing framework. This research highlights the importance of adapting successful international models while avoiding their pitfalls, providing a roadmap for Malaysia's housing policies to ensure affordability, equity, and resilience.

**Keywords:** Housing Policies, Affordability, Social Stability, Comparative Analysis, Malaysia Housing Market.

**Business & Management**

118-107

## **Impact of Working Capital Management on Firm Performance in F&B firms listed in Malaysian Stock Market**

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### **ABSTRACT**

The financial crisis and economic recessions have caused many firms to collapse due to poor working capital management. Therefore, efficient and effective working capital management is required to enhance the firm's performance and ultimately ensure the sustainability of the firm. Although there were many prior studies on working capital management, the mixed results make it difficult to formulate sound policy and demand additional study to establish clearer guidelines on working capital management. This study intends to investigate the influence of working capital on the financial performance of food and beverage firms in the Malaysian stock market. With that, the number of days for inventory held, account receivables, account payables and also cash conversion cycles are proposed as independent variables, and the firm performance is measured by return on assets. The yearly data from 2012 to 2021 for 18 food and beverages firms that are listed in the Malaysian stock market were included and analyzed by static panel method. Surprisingly, the result revealed an insignificant influence of all four independent variables on the performance of the sampled firms. This finding indicated that working capital management played no role in determining the financial performance of the food and beverage firms in Malaysia.

**Keywords:** Working Capital Management, Firm Performance, Cash Conversion Cycles.

## Business & Management

132-122

# Employee Perception of AI Fairness Impacting Organizational Commitment & Job Meaningfulness

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## ABSTRACT

As AI adoption grows in the workplace, understanding its impact on employee attitudes and behaviors is essential. Research has shown that AI fairness in decision-making significantly shapes employee commitment to organizations. However, little attention has been given to employees' perceptions of AI fairness and their organizational implications. This study addresses this gap by developing and validating a scale to measure employee perceptions of AI fairness in organizations, providing a valuable tool for future research and practical use. It explores how perceptions of AI fairness influence two key outcomes: organizational commitment and job meaningfulness. The proposed model identifies job development, employee engagement, and employee relationships as mediators, explaining how AI fairness perceptions drive these outcomes. For employees, the model demonstrates how perceived AI fairness enhances job development, engagement, and relationships, leading to stronger commitment and a deeper sense of meaningful work. For organizations, it emphasizes the strategic importance of addressing fairness in AI systems to boost employee loyalty and productivity. By examining this dynamic, the study provides actionable recommendations for organizations seeking to improve employee perceptions of AI fairness. It also contributes to understanding AI's role in shaping workplace attitudes and its implications for organizational behavior in the modern era.

**Keywords:** Artificial Intelligence Fairness, Employee Perception, Job meaningfulness, Organizational Commitment, Organizational Recommendations.





## Business & Management

133-123

# A Study on Sustainable Well-Being for Designers: Enhancing Financial Security in the Gig Economy for Creative Industry

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## ABSTRACT

The rapid growth of the gig economy has significantly shaped opportunities and challenges for professionals in the design industry, including graphic designers, brand strategists, digital artists and creative industry as a whole. As society increasingly demands sustainable solutions, ensuring financial security for gig economy practitioner becomes a pivotal concern. This study examines the evolving landscape of the design industry within the gig economy, emphasizing the critical need for sustainable financial well-being and practices. Using a qualitative approach with semi-structured interviews, this research captures in-depth perspectives from design professionals actively engaged in gig economy. Respondents provided insights into their experiences navigating financial stability while adapting to fluctuating income patterns, inconsistent client demands, and market volatility. The findings reveal that sustainable financial security in the design industry relies on thematic analysis on, multi-faceted strategies, including diversified income streams, enhanced digital literacy, and robust professional networks. Interview analysis underscores that while digital platforms offer access to global opportunities, they also pose significant risks without appropriate management of contracts and revenue flows. Respondents highlighted the importance of sustainable practices, such as proactive financial planning, resource optimization, and the strategic use of online marketplaces to mitigate economic uncertainty. The study contributes to the broader discourse on sustainability by aligning the gig economy with societal needs, proposing that cultivating financial resilience among design professionals is essential for long-term industry growth. It also calls for better educational resources and support systems to empower designers in building financial literacy and sustainable business practices. This research in light for policymakers, educators, and industry leaders about enhancing the economic security of gig workers, ultimately fostering a more resilient, inclusive, and sustainable creative sector.

**Keywords:** Designers, Sustainable Well-Being, Financial Security, Gig Economy, Creative Industry.





## Business & Management

136-126

# From Green Practices to Strategic HR: A Bibliometric Analysis of Green Human Resource Management

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## ABSTRACT

This study aims to compile the current state of green human resource management (GHRM) from 2010 to 2025. GHRM focuses on aligning Human Resource policies, practices, and employee behaviours with environmental objectives. It is not only contributing to a company's sustainability goals but at the same time enhances employee engagement, well-being, and corporate social responsibility (CSR). This paper analysed 352 documents from Scopus using bibliometric, R studio program to provide a comprehensive overview on the evolution of GHRM. This article also identifies the most influential and productive document in this area. The results demonstrated that there had been a significant increase in GHRM publications. Journal articles make up most of the document types that were examined in GHRM. This study will benefit policymakers, businesses, and academics to clarify the theoretical and practical facets of GHRM and locate important problems that need to be addressed in future. Since this study was only based on Scopus, thus there would be significantly beneficial if other researcher could perform bibliometric analysis of GHRM using data from various database such as Dimensions, Web of Science (WoS/Wok) and others.

**Keywords:** Sustainability, Green Human Resource Management, Bibliometric Analysis.



## Business & Management

136-128

# The Influence of Leader Support on Employee Green Behaviour: Mediating Role of Green Work Climate

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## ABSTRACT

Individual green behaviour has a significant impact on environmental sustainability at the organizational level. As a result, substantial scholarly research has been devoted to determining the antecedents of employees' green behaviour (EGB). This study demonstrated on how leader support influences employees' engagement in environmentally friendly practices, and how this influence is mediated by the perception of a green work climate (GWC). The data collected from 92 employees in manufacturing companies in Johor, Malaysia. Empirical findings demonstrated that leader support was positively associated to EGB, with GWC acting as a mediator between the two. Finally, the theoretical and practical consequences will be discussed, along with several potential characteristics and value for future research.

**Keywords:** Employee Green Behaviour, Environmental Sustainability, Green Work Climate, Green Leadership, Social Cognitive Theory.



## Business & Management

094-131

# Antecedents and Consequences of Knowledge Hiding Behaviour: A Review

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## ABSTRACT

This study examines the antecedents and consequences of knowledge hiding behaviour in organizational settings. Knowledge hiding is a growing concern in workplaces as it negatively impacts collaboration, innovation, and overall organizational performance. Despite increasing research on this phenomenon, inconsistencies exist in identifying its key antecedents and consequences creating a gap in the literature. This study employs a conceptual review using the PRISMA methodology. The result extracting a total of 21 relevant peer-reviewed articles from year 2020 to 2025 to synthesize key findings on the antecedents influencing knowledge hiding behaviour and its consequences. The findings show that personality traits, workplace distrust, and job insecurity drive knowledge hiding individually, while abusive supervision and toxic leadership worsen it at the managerial level. Knowledge hiding reduces innovation, trust, and performance, though the role of HR practices and relationships remains debated. A key gap in the literature is the lack of research on intervention strategies to prevent knowledge hiding. Future research should explore longitudinal studies to understand the evolution of knowledge hiding behaviours over time, assess the effectiveness of HR policies, and investigate cross-cultural differences in knowledge hiding practices. Addressing these gaps can help organizations develop targeted interventions to foster trust, enhance knowledge-sharing behaviours, and improve workplace innovation and productivity.

**Keywords:** Knowledge Hiding, Knowledge Hiding Behaviour, PRISMA.



## Business & Management

086-133

# Design for Diversity: Sensory Processing Disorder and Classroom Adaptations

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## ABSTRACT

Sensory Processing Disorder (SPD) is a neurological issue that influences how people sense, understand, and react to sensory inputs. For children with special needs, SPD can profoundly affect their capacity to participate in and gain advantages from conventional learning settings. This paper highlights the significance of grasping SPD while creating inclusive classrooms that cater to the distinctive sensory and educational requirements of these children. The article starts by examining the definition, symptoms, and prevalence of SPD, citing essential literature from the last ten (10) years to offer a thorough grasp of the condition. It addresses the important function of creating sensory-friendly classrooms, featuring adjustments like flexible lighting, lower noise levels, and the use of sensory tools. These modifications seek to establish an atmosphere that encourages concentration, minimizes sensory overload, and enhances positive educational results. In addition, the document emphasises the significance of educators' knowledge and comprehension of SPD. Teachers have a crucial part in recognising sensory obstacles and applying methods to tackle them. It is advised that teachers participate in professional development programs and work with occupational therapists to gain essential skills and knowledge. This research is crucial as it enables scholars to concentrate their efforts on areas that have not been extensively examined. It offers a comprehensive summary of the literature regarding inclusive education, emphasising key contributions and pointing out trends and shortcomings. By filling these gaps, upcoming research can enhance our comprehension of how to effectively assist children with SPD in educational environments. This paper highlights the importance of sensory-friendly classrooms to enhance academic achievement, emotional regulation, and social inclusion for children with special needs. Suggestions involve integrating SPD training into teacher education curricula, implementing research-backed adjustments in classrooms, involving parents as collaborators in interventions, and utilising technology to enhance sensory-friendly education. By focusing on sensory processing requirements, educators can guarantee that every student, irrespective of their abilities, has equitable access to education and opportunities to thrive. This paper concludes by suggesting for further research and policy initiatives to enhance inclusive education, ensuring every child's right to a supportive and understanding learning environment.

**Keywords:** Inclusive Education, Sensory Processing Disorder, Special Needs, Sensory-friendly Classroom Design.



## Business & Management

099-140

# Analysing Socioeconomic Patterns through Income Disparities among B40 Households

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## ABSTRACT

Gaining insight on the socioeconomic patterns among B40 households is imperative for addressing disparities while able to assist in formulating targeted interventions to improve well-being. In view of the economic downturn resulted from the threat of a global pandemic, the Department of Statistics Malaysia (DOSM) reported that the Movement Control Order (MCO) has contributed to a decline in average consumer spending due to job losses and reduced income level, particularly among B40 households. The decline is further exacerbated by increase cost of living, which has intensified financial pressures causing people to struggle financially. Apparently, the B40 households are vulnerable due to their lack of resources, directly limiting their ability to afford basic needs and capacity to save for emergencies. Subsequently, household income is important to provide household's necessities including food, shelter, healthcare, and education. Additionally, the size and composition of households significantly influence resources allocation and expenditure priorities. This study focuses on the understanding towards the influence of household income, composition, and expenditure, highlighting the financial challenges faced by B40 households. The study also sheds light on the disparities between higher-income and lower-income households. As a result, it is helpful for future researcher to explore on the related subjects. The recommendations offering significant input for policy intervention in providing financial assistance and support programs while improving the economic resilience among the B40 income households.

**Keywords:** Household Income, Composition, Expenditure, B40 Household, Income Inequality.





## Business & Management

156-155

# Cultivating Heritage Preservation and Entrepreneurial Mindset Among University Students

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## ABSTRACT

An innovative program, called Batik Tuah & Teja, was designed to engage university students in the preservation of Malaysian intangible heritage through the art of batik-making while fostering entrepreneurial skills. This initiative aims to address the dual need for cultural preservation and youth empowerment by equipping students with knowledge of batik's historical significance and its potential in the modern entrepreneurial ecosystem. The program was conducted in partnership with local artisans and industry experts, offering students hands-on experience in canting, batik stamp, batik pelangi-making techniques, including design conceptualization and colouring process. Complementing these creative workshops, an entrepreneurship module focusing on the business model canvas (BMC) is introduced to the participants. Furthermore, a series of real-time mobile events also be arranged for the participants experiencing the sales and marketing process. The objective of this research is to assess the impacts of Batik Tuah & Teja Program in cultivating preservation and entrepreneurial mindset among students. A semi-structured interview was conducted with four group leaders from a total of forty participants. Analysis of these interviews revealed several key outcomes. Students expressed heightened awareness and appreciation of batik as a cultural heritage, with many emphasizing the value of preserving traditional art forms in contemporary contexts. Moreover, participants reported increased confidence in their entrepreneurial abilities, citing the program's practical approach to business strategy as highly beneficial. The findings emphasize the effectiveness of the Batik Tuah & Teja Program in promoting heritage appreciation while equipping youth with entrepreneurial competencies. The program demonstrates a replicable model for integrating cultural preservation with economic empowerment, contributing to the sustainability of intangible heritage in the face of globalization. Future iterations of the program could explore collaborations with additional stakeholders and incorporate digital tools to further enhance its reach and impact. This paper provides insights into the methods and outcomes of the Batik Tuah & Teja Program, accentuating its role as a bridge between tradition and innovation for the younger generation.

**Keywords:** Cultural Heritage, Batik, Entrepreneurship, Learn By Doing, Project-Based Learning, SDG.



## Business & Management

168-166

# Determinant Of New Federal City of Indonesia (Nusantara) Impacting Medical Tourism in Malaysia: A Conceptual Study

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## ABSTRACT

Medical tourism has experienced substantial growth in recent years, with Malaysia emerging as one of the premier destinations for Indonesian medical tourists, owing to its accessible and high-quality healthcare services. This medical tourism sector in Malaysia has evolved into an integral component of the broader tourism industry, significantly contributing to economic development and enhancing the nation's global profile as a reputable healthcare destination. The present study examines the factors influencing the selection of Malaysia as a preferred locale for medical services. It explicitly addresses geographical location, quality of healthcare services, medical expenses, and overall medical performance. The position of healthcare facilities in regions characterized by robust healthcare infrastructure, accessibility, and superior service quality tends to attract more medical tourists. In addition, providing high-caliber healthcare services attracts international patients and bolsters the general perception of the healthcare system within the host country. Medical care costs represent another pivotal factor in Malaysia's allure for patients seeking treatment. The affordability of medical procedures plays a significant role in enticing medical tourists, as it directly influences their decisions to seek treatment abroad. The adherence to high standards of medical care draws international patients and fosters trust and loyalty, which is essential for the sustainability of medical tourism. The intricate interrelationship among geographical location, service quality, medical costs, and healthcare performance is critical in attracting medical tourists. Each element enhances the destination's allure, influencing patients' decisions to pursue medical services internationally.

**Keyword:** Location, Quality Service, Cost, Performance, Medical Tourism.



## Business & Management

165-168

# Human Behavioral and Psychological Aspects of The Retirement Decision Among Rural and Urban Young Workers in Sabah

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## ABSTRACT

This study explores the human behavioral and psychological aspects of the retirement decision among rural and urban young workers in Sabah. Retirement is a significant life transition influenced by various factors, including individual perceptions, socioeconomic conditions, and environmental contexts. While retirement planning is essential for all, disparities exist between rural and urban workers. Rural workers often face limited access to financial services and lower financial literacy, whereas urban workers benefit from better financial education and services. By examining theories of aging, such as continuity theory, disengagement theory, and the theory of planned behavior (TPB), this research aims to understand the determinants and challenges influencing retirement behavior in these distinct settings. The study identifies key factors driving retirement savings behavior and assesses the impact of current policies on young workers' retirement planning. The findings highlight the need for tailored policy interventions to ensure financial security and well-being for young workers in both rural and urban environments in Sabah.

**Keyword:** Retirement Planning, Human Behavior, Psychological Aspects, Rural and Urban Differences, Theory of Planned Behavior.



## Business & Management

174-173

# A Conceptual Framework for Sustaining Penang's Medical Tourism Growth

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## ABSTRACT

Medical tourism has emerged as a vital economic and healthcare sector in Malaysia, with Penang playing a leading role as a premier medical tourism destination. This paper explores the key factors contributing to Penang's success, including its well-developed healthcare infrastructure, affordability, and strategic geographic location. The study highlights Penang's competitive advantage, attracting nearly 50% of Malaysia's medical tourists and generating significant economic revenue. However, increasing regional competition, evolving patient preferences, and post-pandemic challenges require continuous investment in infrastructure, strategic marketing, and regulatory improvements. This conceptual paper proposes a conceptual framework for sustaining Penang's medical tourism growth, integrating state development performance, private healthcare services, and infrastructure development. The study underscores the need for collaborative efforts between government and private stakeholders to maintain Penang's global competitiveness in medical tourism.

**Keywords:** Medical Tourism, Penang, A Conceptual Framework, Integrating State Development Performance, Private Healthcare Services, Infrastructure Development.



## Business & Management

012-178

# Kloth Circularity Malaysia as Social Business Model Innovation through Fabric Recycling

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## ABSTRACT

The case study of Kloth Circularity Malaysia examines the role of this social enterprise in promoting environmental sustainability through fabric recycling. The study, conducted between 2018 and 2022, identifies 12 cases in Malaysia where textiles are upcycled into value-added products. It explores the components of upcycling, including engagement, education, business involvement, networking, and the production process. This study is highlighted Kloth Circularity for its collaborations with various organizations and companies, contributing to a circular economy and addressing issues such as illegal recycling and waste dumping in Malaysia. The research methodology includes secondary data analysis and in-depth interviews with Kloth Circularity co-founders and marketing executive. The study concludes that community involvement in recycling fabric is crucial, and that upcycling enhances the value of textiles, recommending further exploration of environmental recycling practices and innovative approaches to sustainability.

**Keywords:** Social Model Innovation, Fabric Recycling, Kloth Circularity Malaysia.



## Business & Management

181-188

# The Impact of Dental Tour and Expressive Art Therapy on Children

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## ABSTRACT

**Introduction:** Dental anxiety in children is a significant challenge in paediatric dentistry, often leading to care avoidance and negative oral health outcomes. Conventional behaviour management techniques may not fully address the needs of anxious children. Dental Tour (DT) familiarises patients with the dental setting and environment, while Expressive Art Therapy (EAT) allows children to express their emotions and fears. This study aims to evaluate the impact of DT and EAT on children with dental anxiety

**Methods:** Children aged 7–11 years attending the Faculty of Dentistry, Universiti Malaya were randomly screened for dental anxiety based on questionnaire, Malaysian-Abeer Children Dental Anxiety Scale (MY-ACDAS) and Heart Rate Variability (HRV) Biofeedback. Participants underwent a pre-intervention assessment, followed by Dental Tour, collage making, and finger painting as part of the Expressive Art Therapy intervention. They then completed their dental treatment, which is oral prophylaxis. Post-treatment data were recorded. MY-ACDAS scores were statistically analysed while HRV Biofeedback low-to-high coherence ratio trend was observed.

**Result:** Three participants and their parents consented to join the study (n=3). The mean reduction in MY-ACDAS scores was  $5.33 \pm 1.53$ . Paired t-test analysis showed a statistically significant reduction in MY-ACDAS scores ( $p = 0.026$ ). HRV Biofeedback showed a trend of increase high coherence, decrease low coherence ratio in all participants post-intervention.

**Conclusion:** Preliminary results suggest that DT and EAT positively impacts children with dental anxiety, as reflected in MY-ACDAS scores and HRV Biofeedback coherence ratios trend. A larger-scale clinical trial is recommended to further validate these findings and establish Dental Tour and Expressive Art Therapy as an evidence-based approach in Paediatric Dentistry.

**Keywords:** Expressive Art Therapy, Dental Tour, MY-ACDAS, HRV-Biofeedback.





## Business & Management

183-190

# Sustainable Digital Childcare Center Management

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## ABSTRACT

This paper presents a Sustainable Digital Logbook for Childcare Center Management, utilizing a mobile application designed to streamline record-keeping processes for both parents and childcare providers. The app enables parents to check in their children digitally, while childcare providers can easily track and report daily activities, health records, and development milestones. This research explores the integration of this app as a sustainable solution to reduce paper usage, improve data accuracy, and enhance communication between parents and childcare providers. The methodology involves a mixed-methods approach, where qualitative data is gathered through interviews and focus groups with childcare providers and parents using the app, and quantitative data is collected from usage analytics and feedback surveys to evaluate the app's effectiveness. The app's functionality and its impact on operational efficiency, sustainability, and stakeholder satisfaction will be assessed. The expected outcome is to demonstrate that the app not only reduces administrative burdens and paper waste but also enhances the overall management of childcare centers, leading to improved transparency, communication, and operational sustainability. By digitizing logbook processes, the app supports the eco-friendly goals of childcare centers, offering a scalable and practical solution that can be adapted to different center sizes. This research will contribute valuable insights into the role of digital tools in fostering sustainable practices within early childhood education and childcare management.

**Keywords:** Sustainable, Digital Logbook, Childcare Center, Mobile Application, Management.





## Business & Management

186-193

# Dental Anxiety Assessment in Children: Novel Insights from Heart Rate Variability Biofeedback

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## ABSTRACT

Dental anxiety significantly impacts children's oral health and treatment compliance. Traditional self-reported measures, such as the Malaysian-Abeer Children Dental Anxiety Scale (MY-ACDAS), may not fully capture physiological anxiety responses. Heart Rate Variability (HRV) biofeedback offers a novel and objective approach to assessing dental anxiety. This study aimed to evaluate the feasibility, reliability, and association of HRV biofeedback with MY-ACDAS in children aged 6 to 9.

A cross-sectional study was conducted at the Postgraduate Paediatric Dental Clinic, Universiti Malaya, involving 63 children aged 6 to 9. Feasibility was assessed in 10 children based on comfort level and compliance. Reliability was evaluated in 18 children through test-retest HRV measurements one week apart and analysed using the Intraclass Correlation Coefficient (ICC). The association was examined in 35 children by analysing the anxiety levels recorded by HRV using emWave® Pro during exposure to dental visual stimuli and MY-ACDAS scores.

HRV biofeedback demonstrated high feasibility, with all children reporting comfort and minimal compliance issues observed. HRV showed good test-retest reliability ( $ICC = 0.777$ ,  $p < 0.001$ ). However, no significant association was found between HRV and MY-ACDAS ( $p = 0.529$ ) through the Pearson Chi-Square, with 83.3% of MY-ACDAS non-anxious children exhibiting anxious measurements in HRV, suggesting HRV provides objective physiological insights into dental anxiety.

HRV biofeedback is a feasible, child-friendly, and reliable tool for assessing dental anxiety in children. While it lacks correlation with MY-ACDAS, its ability to capture physiological anxiety measurements highlights its potential as a complementary assessment tool in paediatric dentistry.

**Keywords:** Dental Anxiety, Heart Rate Variability, MY-ACDAS, HRV Biofeedback, Paediatric Patients.



## Business & Management

003-211

# Towards Concise Reporting of Financial Stress: A Bibliometric Review of Eight Decades of Research

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## ABSTRACT

Financial stress is a pervasive global issue impacting millions, exacerbated by economic instability, rising living costs, and income inequality. This strain affects individuals' mental and physical health, lowers productivity, and hampers societal progress. Addressing financial stress is crucial for fostering resilience and promoting overall economic well-being worldwide. This study aims to determine a map of the development of research in the field of financial stress. The study was conducted on December 13<sup>th</sup>, 2024, by doing keyword research in the Scopus database, from where 592 published articles from 1945 until 2024 related to financial stress have been included after several filtering processes undertaken by the researchers. Sequentially, a bibliometric analysis was executed by absolute counts using Bibliometric Bibloshiny and Vos-viewer software. The data from the search results then descriptively evaluated depending on the year of publishing, the name of the institution and the country that published the progress of the results, the name of journal/publication, the productivity of the researcher and the research object. As a result, there is tremendous increase in the number of publications/ articles published, especially for the period 2014 - 2024 which represents 83.17% publications from the earliest published paper in 1945. Most of the sources extracted from Scopus Database were written in English language representing 581 total publications, while other 11 publications were written in Spanish, Russian, Chinese, Czech, Germany and Italian. Rangan Gupta and Mohammad Siahpush are revealed as the leading authors in financial stress, followed by Willi Semmler and George Apostolakis with 6 publications. Among top highly cited documents were published in Journal of Financial Stability, Journal of Psychology and Aging, and Journal of Applied Mathematical Modelling. On the other hand, among the top countries contributed to financial stress publications are United States, China and Australia. Finally, from the bibliometrics results, this study provides an overview of global citation trends on financial stress such as the most cited papers and the network of these papers, the keyword distribution, the co-authorship status and the most influential journals. This study attempts to determine the trends and development of financial stress research which can provide ground information to



the researchers to attain a inclusive understanding of this field and can be a reference for the application of financial stress visualization approaches.

**Keywords:** Financial Stress, Bibliometrics, Vos-Viewer, Scopus Database, Global Trends.

Communication & Media Studies

029-011

## EnstarsTwt 101: Exploring the Organizational Characteristics of the Online *Ensemble Stars* Fandom

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### ABSTRACT

Fandoms were initially formed to celebrate popular personalities by those who consumed their products as entertainment. With the onset of new media gave rise to similar communities with practices mirroring those of celebrity-based fandoms. Instead of people, however, their activities and interactions centered on these novel forms of media such as web series and video games, among others. Ensemble Stars (abbreviated as *Enstars*) is a popular Japanese idol-raising mobile game that has been on the rise, alluring audiences and thereby gaining fans beyond geographical boundaries. With their media of interest subsisting through technology, most *Enstars* fan communities are on different online platforms, with one of the most popular choices being the social media platform X, formerly Twitter. It is within that SNS that they form their own space online, conducting their interactions and daily activities among fellow fans through their accounts. The article aims to explore this emerging community as an organization by identifying its various characteristics: the roles exercised by its members, their existing dynamics, and the type of interactions, norms, or practices that regulate them as a collective. Moreover, the study utilized an online focus group discussion, employing many modes of communication, such as chat and voice calls to enrich the findings on the dynamism of participation in online communities.

**Keywords:** *Ensemble Stars*, Fandom Studies, X (Social Media), Organization of Fandoms.



Communication & Media Studies

025-017

# The Influence of Traditional Chinese Philosophies on the Visual Identity of the Beijing 2008 and 2022 Olympics

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## ABSTRACT

This paper examines the application of traditional Chinese philosophies, such as Confucianism, Taoism, and Buddhism, in the visual identities of the Beijing 2008 Summer Olympics and Beijing 2022 Winter Olympics. Using a mixed-methods approach, which integrates both quantitative data from surveys and qualitative insights from in-depth interviews with designers and Olympic committee members, the research explores how key philosophical concepts and cultural symbols were incorporated into elements such as logos, mascots, and color schemes.

Quantitative analysis of survey responses from 500 participants indicates a high recognition of philosophical themes, with elements like the use of red and gold to represent Confucian values and Taoist symbolism of balance and harmony. Regression analysis highlights that folk art and Confucian ideals of harmony had the strongest impact on audience recognition. Qualitative findings from designer interviews reveal a conscious effort to balance cultural specificity with global appeal, ensuring that traditional Chinese philosophies were visually encoded in ways that resonated with both local and international audiences.

This study contributes to the ongoing discourse on cultural diplomacy by illustrating how traditional Chinese philosophies can be effectively integrated into global visual identities. The findings underscore the importance of philosophical traditions in shaping cultural representations and their role in crosscultural communication, providing key insights for future global events hosted in culturally rich regions.

**Keywords:** Traditional Chinese Philosophy, Visual Identity, Beijing Olympics, Cross-Cultural Communication, Confucianism.



## Communication & Media Studies

037-022

# “Tiktok Made Me Buy It!”: Brand’s Social Marketing Impacts in Malaysian Fashion Industry Among Gen Z

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## ABSTRACT

When it comes to the world of social media marketing, TikTok is still a less researched and underutilized platform when compared to other platforms such as Instagram, Facebook and Twitter. Given that Generation Z is mostly responsible for TikTok’s success, the purpose of this research is to investigate the new TikTok phenomena and how Generation Z consumers have been impacted by using TikTok as application media. This study used TikTok as a social media platform for Generation Z as consumers' development in social media marketing. By gaining thorough perspectives and a viewpoint into the changing demands and expectations of Generation Z, the research helps to determine further whether this social media platform is experiencing a change in consumer behavior towards brands. Utilizing qualitative research methods, including participant observation of individuals aged 15 to 23, this study delves into the motivations driving TikTok usage and its implications for brand engagement. Findings reveal nuanced aspects of TikTok's appeal to Generation Z, shedding light on the factors that drive their interactions with brand-related content on the platform. The implications of this research extend to both academic researchers and industry professionals, offering valuable insights for crafting marketing strategies tailored to the unique characteristics and preferences of younger consumers. By gaining a deeper understanding of TikTok's role in shaping Generation Z's consumer behavior, this study contributes to the broader discourse on social media marketing and highlights the importance of adapting marketing approaches to meet the changing demands of digital-native audiences.

**Keywords:** TikTok, Social Media, Generation Z, Fashion, Social Media Marketing.



## Communication & Media Studies

060-042

# Empowering the Future: Digital Literacy and New Media Communication in the Anak Orang Asli Community

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## ABSTRACT

Empowering sustainability through creativity, innovation, and digitalization is essential for societal well-being and economic development. This study investigates digital literacy among high school students from the Orang Asli community at SMK Petra in Gua Musang, emphasizing their use of communication and new media. As digital communication becomes increasingly influential in education and social interactions, understanding the digital literacy of marginalized communities is crucial for promoting equitable access to information and technology. Employing a qualitative methodology, this research conducts in-depth interviews with 12 students to explore their experiences, perceptions, and competencies in utilizing new media for communication. The interviews reveal students' familiarity with various digital platforms, their engagement with social media, and the challenges they face in navigating these technologies. Findings indicate that while students recognize the potential of digital tools for cultural engagement and information access, they experience significant barriers, particularly in internet connectivity and digital safety awareness. Participants expressed a strong aspiration for enhanced digital skills and community-wide training programs to bridge existing gaps. This research aims to inform educators and policymakers about effective strategies to enhance digital literacy programs tailored for the Orang Asli community. By equipping these students with essential digital communication skills, we contribute to their empowerment, promoting sustainability and economic growth within their community.

**Keywords:** Digital Literacy, Anak Orang Asli, Communication, New Media, Sustainability.



## Communication & Media Studies

063-045

# Leadership Communication Theory for Orang Asli in Malaysia: A Preliminary Analysis

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## ABSTRACT

Leadership communication plays a pivotal role in shaping community development and cohesion, particularly within marginalized and indigenous populations. The Orang Asli, the indigenous peoples in Malaysia, comprise a diverse group with distinct cultural identities, socio-economic challenges, polarized in very remote area and communication needs. Anyone who come to Orang Asli must have and adapt to their basic need which some point hinders to engage yet later been accepted is communication skills. To achieve that adaptation, leadership communication theory must be contextualized to resonate with the unique aspects of Orang Asli communities. This paper explores leadership communication theory through the lens of the Orang Asli's socio-cultural dynamics, considering factors such as oral traditions, communal decision-making, and trust-based relationships. The framework of adaptive leadership communication is proposed, wherein leaders are encouraged to remain flexible, responsive, and inclusive so that adapative to the Orang Asli's enviroment thus communicate. This framework considers the importance of preserving traditional modes of communication, such as storytelling and group consensus, while incorporating modern tools to address issues like education, health, and economic development.

**Keywords:** Leadership, Communication, Orang Asli, Malaysia.



Communication & Media Studies

066-047

## ‘Si Palui’: Depicting the Banjarese’s Cultures and Daily Life Through Digital Platform

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### ABSTRACT

The Banjarese community is known to be a group of people residing in both Indonesia and Malaysia. Despite having existed for a long time, the Banjarese community is still not widely known by many. The advancement of digitalization has opened new avenues for this community to promote their culture, one of which is through a series of short stories known as “*Si Palui*”. In fact, promoting local culture through digital platforms has been undertaken by many groups around the world. Hence, this paper aims to identify the cultural aspects depicted in these short stories and to compare them with real-life situations. All the short stories were posted on the Banjarmasin Post, an online platform that serves as a source for news in South Kalimantan. A corpus linguistics project known as the “*Si Palui Corpus*” was created for this study, consisting of hundreds of these short stories revolving around a character named *Palui*. By implementing Bierstedt’s (1957) interpretation of culture, this study found that these Banjarese short stories indeed depict the real life of the Banjarese people. Bierstedt (1957) presents three main interpretations of culture: ideas, norms, and things. Each short story appears to be embedded with at least one of these cultural interpretations, demonstrating that they were written based on the real lives of the Banjarese people. This study hopes to introduce aspects of Banjarese culture to a wider audience and serve as a foundation for future studies.

**Keywords:** Banjarese, Digitalization, Short Stories, Cultural Interpretation.



Communication & Media Studies

057-068

## The Viral Video Framework: A Systematic Literature Review on Emotional Triggers, Social Influence, and AI Algorithms (2011-2024)

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### ABSTRACT

The rapid evolution of social media has transformed marketing strategies, with viral video advertising emerging as a dominant force in digital engagement. This study systematically reviews the core mechanisms driving viral video consumption and sharing behaviors, analyzing the interplay between emotional appeal, social validation, and platform algorithms. Using a Systematic Literature Review (SLR) methodology, this research examines viral video characteristics from 2011 to 2024, sourced from Google Scholar, Scopus, and Web of Science. Key findings highlight the role of emotional arousal (joy, surprise, and outrage), user-generated content (UGC), and participative dissemination in viral success. Additionally, this study explores viral videos' sociological and psychological impact, including their influence on consumer behavior and digital culture. Ethical concerns, such as negative virality, misinformation, and influencer manipulation, are critically assessed, with recommendations for responsible viral marketing strategies. The study proposes a viral video marketing framework integrating algorithmic optimization, authenticity, and interactive engagement. Future research should explore cross-cultural variations in virality, AI-driven content amplification, and long-term consumerbrand relationships. This research contributes to a deeper understanding of viral video marketing dynamics and its implications for digital marketing ethics and audience behavior.

**Keywords:** Viral Video Marketing, User Generated Content (UGC), Emotional Arousal, Algorithmic Influence, Digital Engagement, Social Media Ethics.



**Communication & Media Studies**

028-085

# **Framing The Election: Analyzing Bernama Images in Malaysia's By-Election 2024**

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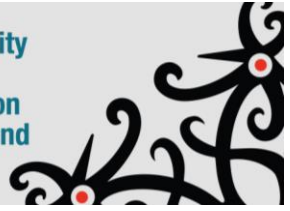
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## **ABSTRACT**

This research explores the role of photojournalism in shaping election narratives, focusing on Bernama's coverage of the Nenggiri by-election held on August 17, 2024. With the rapid advancement of digital technology and the extensive influence of visual media, modern photojournalism plays a crucial role in news reporting by conveying complex information and shaping public perception. Despite challenges related to ethical concerns and evolving media dynamics, photojournalism remains a significant component of contemporary journalism. This research employs a quantitative content analysis approach to examine 131 photographs from Bernama Images taken between August 3rd and August 17, 2024. The analysis applies the media framing theory by Semetko and Valkenburg (2000) to categorize these images based on five key themes, such as responsibility, human interest, morals, conflict, economic consequences, and political dynamics and evaluates how these visual narratives impact public understanding of the by-election. The findings reveal that Bernama's imagery strategically emphasizes specific aspects of the election, influencing voter perceptions and engagement. The research also addresses the ethical considerations of visual framing, highlighting the importance of maintaining journalistic integrity in an era of rapid digital dissemination. This study contributes to our understanding of photojournalism's role in electoral coverage, emphasizing how visual representation influences public opinion and underscoring the need for ethical standards in media practices. By analyzing Bernama's coverage, the study offers insights into the evolving landscape of photojournalism and its impact on political narratives in Malaysia.



**Keywords:** Media Framing, By-Election, Digital Media, Photojournalism, Bernama Images.





Communication & Media Studies

133-125

## Exploring the Perceived Appeals and Influences of Communication in K-Drama of Malaysian Youths

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### ABSTRACT

The widespread popularity of Korean dramas (K-dramas) among Malaysian youths raises pertinent questions about their cultural and social implications. This research investigates the perceived appeals and impacts of K-dramas on the values, attitudes, and behaviors of Malaysian youths aged 18 to 24. As K-dramas transcend linguistic and cultural barriers, their influence on lifestyle choices and media consumption patterns becomes a subject of growing significance. Employing a qualitative approach, this study utilized the diary method and semi-structured interviews to gather in-depth insights from five participants. The diary method allowed participants to document their daily interactions and reflections on K-dramas, while interviews provided nuanced perspectives on their emotional and cognitive responses. This dual-method strategy facilitated a comprehensive exploration of the multifaceted ways in which K-dramas resonate with and influence their audience. The findings revealed that K-dramas appeal to Malaysian youths due to their relatable storytelling, strong character development, and cultural aesthetics, which evoke a sense of escapism and emotional connection. Moreover, participants reported adopting certain values portrayed in K-dramas, such as resilience, family bonds, and romantic ideals, while also reflecting critically on the unrealistic expectations they may propagate. This research underscores the potential of K-dramas to shape societal attitudes and foster cross-cultural appreciation, presenting an opportunity for media creators and educators to leverage this medium for promoting constructive values. Additionally, it highlights the need for media literacy initiatives to encourage a balanced and health-conscious approach to consuming such content. By addressing both the positive and critical aspects of K-dramas' impact, this study contributes to the growing discourse on their role in shaping the lifestyles and perceptions of Malaysian youths. It serves as a valuable resource for fostering media awareness and empowering young audiences in their engagement with globalized media.

**Keywords:** Korean Dramas (K-Dramas), Malaysian Youths, Media Consumption, Cultivation Theory, Media Awareness.



Communication & Media Studies

145-138

## Research-Creation as Methodology: Exploring Opportunity and Dilemma of Intelligent Spectacle and Interactive Interference for Cultural Sustainability

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### ABSTRACT

In digital era, media ecology, characterized by intelligence and interaction, has emerged as a critical platform for sustainable cultural communication. This evolving field integrates various forms of media to facilitate the preservation and communication of cultural values in an increasingly interconnected world. The domain of art design, particularly through digital animation, experienced a transformative milestone since 2020s' with the rise of Artificial Intelligence Generated Content (AIGC) as a phenomenon-level spectacle in media ecology. AIGC not only signifies a shift towards technology-driven creativity but also heralds new paradigms in artistic expression and audience engagement. Interactive animation plays a pivotal role in this context, serving as a bridge between the languages of art and technology, from sophisticated game engines to immersive art installations. It enables creators to convey complex messages and emotions, fostering deeper connections with audiences across different cultural backgrounds. While the interplay of interaction and interference fosters artistic innovation, it also presents significant challenges to traditional media communication models and the principles of cultural sustainability. The dynamic nature of intelligent interactions can disrupt established cultural narratives, leading to both opportunities for novel expressions and dilemmas regarding the authenticity and continuity of cultural heritage. This article adopts research-creation as methodology, a mixed-methods approach via academic analyses with creative artwork, predominantly qualitative research supplemented by case studies and quantitative survey questionnaires, to explore these impacts. By integrating diverse research techniques, the communication study aims to provide a comprehensive understanding of how interactive technologies influence the preservation and evolution of cultural expressions, which delves into the balance between embracing technological advancements and maintaining cultural integrity, seeking strategies that promote sustainable cultural practices in the face of rapid digital transformation. Through this exploration, the article contributes to the ongoing meditation on balancing tradition and innovation within the dynamic environment of digital media ecology.

**Keywords:** Media Interference, Interactive Animation, Research-Creation, AIGC, Sustainability.



## Communication & Media Studies

085-146

# Hashtags and Narratives: Social Network Analysis of Participatory Propaganda in the 2020 Political Crisis

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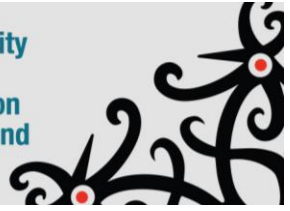
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## ABSTRACT

The rise of social media has transformed the dynamics of political discourse, enabling participatory propaganda to flourish in unprecedented ways. This study employs Social Network Analysis (SNA) to analyse the actors, networks, and the discourse that shaped participatory propaganda during the Malaysian 2020 political crisis known as Sheraton Move. SNA offers a robust framework for uncovering the structural and behavioural dimensions of digital propaganda, by mapping the dissemination networks, identifying influential actors, and analysing the political narratives. Despite extensive research on online or social media propaganda, there is a noticeable gap especially in understanding the local dynamics on how ordinary users co-create and amplify political narratives, forming grassroots-like propaganda networks. Using data collected from Twitter through NodeXL, this research captures interactions such as retweets, replies, and hashtags usage to build a comprehensive network graph. The analysis reveals the roles of key actors – both individual and coordinated – in shaping public discourse through hashtags like *#langkahsheraton* and the accompanying narratives. The findings reveal the existence of tightly-knit clusters that function as echo chambers, while reinforcing polarised perspectives during the Sheraton Move crisis. Also, certain actors or propagandists, emerged as key players, bridging disparate communities and facilitating the widespread dissemination of political propaganda. In conclusion, this study underscores the importance of SNA in providing deeper insights into the mechanisms of participatory propaganda, while offering a more comprehensive understanding of its structure and impact during political crisis.

**Keywords:** Participatory Propaganda, Sheraton Move, Social Network Analysis, Twitter.



Communication & Media Studies

018-171

## Preposition Errors, Analysis of Hausa Films Subtitled in English: A Case Study of ‘Abokin Mijina’ and ‘Mansoor’

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### ABSTRACT

Subtitle is a form of translation provided in a television series or films in order to communicate with a wider society across the globe. Due to the application of technology in the teaching and learning process, subtitle is also used to teach language at different levels. To use subtitle in teaching and learning situation, such subtitle must be error-free or the error must be at minimal level. Therefore, the purpose of this study is to explore the use of English subtitles in Hausa films, with the aim of investigating the errors committed by subtitlers. Error analysis theory was used for the data collection and data analysis. The data was collected from a Hausa film, titled ‘Abokin Mijina’ (My Husband’s Friend). The researchers watched the film three times and both the source language utterances and their correspondent subtitles were recoded from which the errors were identified and analysed. Many errors in relation to the use of tenses, misspelling, omitting necessary elements and adding unnecessary elements were found from the data. Other errors are due to the poor use of punctuation and typology. The paper recommends that Hausa filmmakers should collaborate with professional translators, who should from time-to-time organise workshops and seminars for subtitlers.

**Keywords:** Audiovisual Subtitle, Error Analysis, ESL/EFL, Kannywood Industry.



Communication & Media Studies

172-172

## A Study of Metonymical Conceptualization of the Body Part Term Hannu ('Hand') in Hausa Online Newspapers and Dictionaries

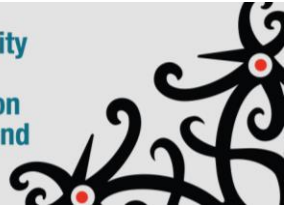
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### ABSTRACT

This research investigates the conceptualization of the body part term hannu ('hand') in the Hausa online newspapers and dictionaries. Specifically, the study aims to identify the cognitive mechanisms underlying the metonymic conceptualization of the hand in Hausa. It also examines how idealized cognitive models (ICMs) contribute to the creation of hand metonymies. The study employs the theory of conceptual shift by Radden and Dirven (2007) to analyze the data. Additionally, the idealized cognitive model (ICM) framework proposed by Radden and Kövecses (1999) is used to explore the function of ICMs in conceptualizing hand metonymies. The data for this analysis were drawn from two popular Hausa dictionaries and two widely-read online Hausa newspapers. The analysis revealed that hannu ('hand') is metonymically conceptualized in various ways that convey aspects of identity and personality, including: HAND STANDS FOR PERSON, HAND STANDS FOR SKILL, HAND STANDS FOR CONTROL, HAND STANDS FOR PERSONALITY and HAND STANDS FOR GIVING. The findings indicate that Hausa speakers use the term hannu ('hand') to evoke figurative conceptualizations related to identity and personality. The study also found that hannu plays a significant role in Hausa language and culture, describing a range of activities, functions, and human experiences that reveal identity and personality. Furthermore, these conceptualizations stem from both the general function of the hand in the human body and, in some cases, specific cultural beliefs embedded in language traditions.

**Keywords:** Conceptual Metonymy, Online Hausa Newspapers, Body parts, Hausa Language.





## Communication & Media Studies

187-194

# Digitalization of Education. Exploring Views and Experiences of Coastal School Teachers

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## ABSTRACT

21st Century education has embraced digitalization as part of the teaching and learning processes. The integration of digitalization in education has been embraced for several reasons namely for increase accessibility, engagement, and flexibility for the students. Furthermore, digitalization enhances efficiency and collaboration among all stakeholders of education. Nevertheless, there has been a lack of study on the impact of contextual factors towards success on digitalization. Utilizing the case study research design this study analyzes the process of digitalization of education as perceived and experienced by teachers in the coastal schools in the district of Bachok, Kelantan. The study describes the impact of the process of digitalization on teachers.

**Keywords:** Grounded Theory, Digitalization, Coastal Schools, Teachers Article History.





Communication & Media Studies

190-196

## Determining Factors of Women's Intention for Pap Smear Test in Malaysia: An Extended Tpb-Based Conceptual Model

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### ABSTRACT

Cervical cancer screening is an important part of societal health care for all women and should be carried out regularly to ensure early detection and ultimately to save lives. Yet, many women in Malaysian society are still reluctant to go for Pap smear. It is imperative to understand societal intention for Pap smear test by developing an effective and vigorous prediction model. Hence, this literature review explored three cognitive-based theories which are Theory of Planned Behaviour, Health Belief Model and Theory of Care-Seeking Behaviour to evaluate the most significant and relevant predictors to explain behavioural intention for Pap smear test. Based on past literature, an intentional model for predicting acceptance for Pap smear test was developed that is grounded by the Theory of Planned Behaviour and extended with the other two theories. It is hoped that the conceptual model could provide insights to explain women's intention for Pap smear test in Malaysia and contribute towards development of health intervention programs that could motivate more women towards regular cervical cancer screening.

**Keywords:** Pap Smear, Theory of Planned Behaviour, Intention, Society.



## Communication & Media Studies

191-197

# Students' Character Development in Engaging with Social Media in Malaysia: A Preliminary Study

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## ABSTRACT

Social media has become integral to students' daily lives, profoundly influencing their attitudes and character. Based on data released by DataReportal: Global Digital Insight, the use of social media in Malaysia as of January 2023 was 26.8 million, which is 78.5% of the total population. The highest use of the internet among teenagers is on online communication, which is 96.3%; following social media as much as 89.3%; and finding learning materials, which is very low by only 68.6%. On average, Internet users in Malaysia spend two hours and 47 minutes using social media daily, higher than the global average of two hours and 31 minutes. By employing a critical review analysis method, this study seeks to identify social media engagement among secondary school students in Malaysia. The study found that the themes generated for students' character development in engaging with social media in Malaysia can be identified as positive and negative influences on character development, self-regulation, identity formation, and the role of digital literacy and guidance. This preliminary study highlights the need for further research to explore the long-term effects of social media on students' character development in Malaysia. Policymakers, educators, and parents must work together to create an environment that maximises the benefits of social media while mitigating its risks.

**Keywords:** Character Development, Social Media, School Students, Malaysia.



Communication & Media Studies

193-198

## Mythical Signification of the Kenyalang: A Semiotic Analysis of the Hornbill in Sarawak's National Identity Building Through Barthes' Myth Theory

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### ABSTRACT

The Rhinoceros Hornbill (*Kenyalang*) holds significant cultural and symbolic value in Sarawak, deeply rooted in indigenous traditions while also serving as a key element of modern state identity. This study explores its semiotic role in Sarawak's nation-building process through the theoretical framework of Roland Barthes' Myth Theory. Using a qualitative approach, it employs visual semiotic analysis to examine both the literal and symbolic meanings of the *Kenyalang* within cultural and political contexts. The research draws upon archival imagery and official representations in state emblems, tourism materials, and public discourse. The findings indicate that the *Kenyalang* has evolved from its original significance in Dayak communities, where it embodies spiritual power and warrior attributes into a national symbol associated with unity, sovereignty, and cultural heritage. This shift reflects an ongoing reinterpretation of its meaning in response to Sarawak's changing socio-political landscape. By deconstructing the myth surrounding the *Kenyalang*, this study demonstrates how semiotic processes (the semiosis) shape collective identity and reinforce state legitimacy. The research contributes to discussions on visual semiotics, identity formation, and cultural heritage in Sarawak, offering a framework for understanding the appropriation and institutionalisation of traditional symbols in contemporary nation-building. The insights provided are of relevance to policymakers, cultural scholars, and designers engaged in preserving and recontextualising indigenous visual culture within a national identity framework.

**Keywords:** Heraldic Hornbill, Sarawak Identity, Barthes's Myth.



## Tourism

043-025

# The Impact of Cultural Commodification on Sarawak's Indigenous Identity

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## ABSTRACT

Cultural commodification is the process of converting cultural elements into marketable products or experiences for tourists. Previous research has shown that while cultural commodification can benefit communities economically, it may also lead to cultural homogenization and erosion of authentic cultural practices. This paper explored the impact of cultural commodification on Indigenous identity among four Indigenous groups in Sarawak – the Iban, Bidayuh, Melanau, and Orang Ulu. It explored how the commercialization of indigenous cultural items like crafts, food, and attire as well as cultural lifestyle and experiences, affected both the economy and the cultural identity of the indigenous communities. In depth interviews were conducted with 10 informants from the four indigenous groups. The interview data revealed that although generally, the informants agreed that cultural commodification has its economic benefits, there is also the danger that the items being commercialized may lose their authenticity, thus influencing the Indigenous identity of the items as a whole. The informants stated that there needs to be a balance and guidelines to ensure that the cultural items are produced ethically to safeguard their authenticity and identity.

**Keywords:** Cultural Commodification, Sarawak, Indigenous, Identity, Authenticity.



## Tourism

044-026

# Analyzing the Language of Tourism Promotional Materials for Sarawak's Four Ethnic Groups: Bidayuh, Iban, Melanau, and Orang Ulu

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## ABSTRACT

Tourism promotional materials (TPMs) serve as the primary source of information for potential tourists, playing a crucial role in the tourism industry. However, indigenous cultures may be misrepresented in the TPMs. This study focused on the language used in selected TPMs, particularly on the evaluative language used to describe the Bidayuh, Iban, Melanau and Orang Ulu ethnic groups in Sarawak. It analysed how attitudinal, engagement, and graduation language are expressed differently in these materials. 30 TPMs including brochures, tourism guidebooks, and maps were analysed in this study using the Appraisal Theory. The analysis of the language elements of these TPMs showed that each ethnic group emphasized distinct aspects of their cultural heritage. The Bidayuh and Iban focused on emotional and sensory experiences, the Melanau highlighted culinary and artisanal elements, and the Orang Ulu emphasized adventure and nature. In terms of language, the Bidayuh and Iban used mostly authoritative tones, the Melanau encouraged active participation, and the Orang Ulu blended authority with invitations for cultural immersion. Overall, the strategic use of language enhanced the appeal of each group's cultural identity, drawing tourists by shaping positive perceptions of their unique offerings. In conclusion, the promotional materials for each ethnic group effectively utilize Graduation elements to shape perceptions of their cultural offerings. The Bidayuh and Iban texts amplify positive aspects while incorporating critiques through softer language. The Melanau materials balance intensity and accessibility, inviting engagement with their unique cultural elements. Finally, the Orang Ulu presentations highlight historical depth and visual appeal while integrating traditional and modern practices, showcasing a comprehensive view of their cultural identity. This analysis underscores the strategic use of language in tourism promotion to enhance cultural representation and attract visitors.

**Keywords:** Tourism Promotional Materials (TPMs), Cultural Representation, Indigenous Cultures, Appraisal Theory, Tourism Language Strategy.





## Tourism

039-037

# Travel Motivation in Families of Children with Autism Spectrum Disorder

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## ABSTRACT

Family tourism is regarded as an important sector in the travel and tourism industry. The family market continues to grow and remain stable, making it a key target for tourism business operators. However, the presence of a child with autism in the family often makes them reluctant, causing them to opt out of travelling. Autism or autism spectrum disorder (ASD) is a neurodevelopmental condition associated with difficulties in communication and behaviour compared to others of the same age. While travel is typically seen as a way to enhance family bonding and explore new places, the experience can be challenging for families with children with autism (CWA). Sensory sensitivities, disruptions to routine, a lack of autism-friendly accommodations, and fear of public judgment all contribute to their reluctance. Despite the numerous challenges faced during travel, previous studies suggest that for families travelling and engaging in tourism activities, children on the autism spectrum gain significant benefits alongside the other members of the families. This study aims to determine the motivational factors that push and pull families of CWA to travel and take vacations. A survey was conducted on families who had travel and vacation experiences with at least a CWA. This study found evidence that both push and pull motivational factors are the major drivers that create the desire to travel in families of CWA. This study offers new perspectives on marketing and promotional efforts when targeting the market of families with children with special needs, such as autism.

**Keywords:** Tourism, Vacation, Family, Parents, Learning Difficulties.





## Tourism

045-039

# Building Resilience for Sustainable Tourism Development Post Pandemic

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## ABSTRACT

Using an informed grounded theory approach, this study investigates ways to build resilience in Sabah to promote sustainable tourism development. Numerous studies on resilience have evaluated a destination's ability to adjust to natural disasters related to ecology, climate, and the environment. On the other hand, the theoretical foundations of the combination of robustness and sustainability are not well documented. In-depth interviews with stakeholders in the tourism industry were conducted using the integrated sustainability-resilience theory as a basis, and the findings were examined using the informed grounded theory methodology. In addition to the core category established by the theory, sustainable management of resources, ten themes arose from the analysis: comprehending how tourists' behaviour is changing, fostering more inclusive travel, enhancing the tourism industry's engagement in environmental practices, supporting cultural tourism, broadening the market and offer, modifying marketing tactics, implementing innovative practices, and enhancing stakeholder cooperation and understanding. According to the themes, integrating sustainability and resilience is a complex system with intricately interrelated parts that necessitates action in all areas of the economy, environment, society, culture, and politics. A conceptual framework that synthesises the themes discussed by the stakeholders is created in accordance with the informed grounded theory principles. The information is examined considering the body of existing literature, and difficulties in developing the recommendations in the Sabah setting are highlighted. According to the findings, conscientious sustainable resource management should be practised in the economic, environmental, political, and socio-cultural domains. This study highlights the importance of resilience which contribute to the tourism sustainability theory, assisting stakeholders in Sabah to navigate similar situations in the future.

**Keywords:** Sustainable Tourism Development, Covid-19 Resilience, Tourism Resilience, Integrated Sustainability-Resilience Theory, Informed Grounded Theory.

## Tourism

058-040

# A Review Of Literary Tourism And Its Sustainability In Southeast Asia

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## ABSTRACT

Literary Tourism has emerged significantly due to the integration of traditional literature and the new media and film industry, such as Harry Potter and Lord of The Rings. Similarly, literary tourism has become an essential niche in the tourism sector, especially in Southeast Asia, which is known for its rich cultural and literary heritage. This review explores the potential and sustainability of literary tourism and how literary tourism is emerging in Southeast Asia. By exploring this literary tourism, it was discovered that it has economic advantages and preservation strategies associated with Southeast Asian tourism sites, which are vital for sustainable tourism. Literary tourism can be associated with heritage or creative tourism, bringing significant visitor numbers and economic benefits, such as increased revenue and job opportunities for local communities. For instance, in Heritage Tourism, the key preservation strategies involve stakeholder collaboration, empowerment, and adaptive reuse of heritage sites. These approaches help maintain cultural value while meeting contemporary tourism needs. Hence, the involvement and empowerment of local stakeholders foster a sense of ownership and responsibility, while adaptive reuse, despite its challenges, preserves the authenticity and cultural significance of sites, making them appealing to tourists. In summary, literary tourism in Southeast Asia presents considerable potential for sustainable development. By capitalizing on literary events and applying effective preservation strategies, the region can enrich its cultural tourism offerings, stimulate economic growth, and safeguard its literary and cultural heritage for the future.

**Keywords:** Literary Tourism in Southeast Asia, Literary Tourism, Literature Tourism, Sustainable Tourism



## Tourism

059-041

# "Charting New Territories: The intersection of Maqasid al-Shariah and Community-Based Tourism in Orang Asli Communities"

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## ABSTRACT

This study examines the acceptance levels of the Semai and Temuan tribes of the Orang Asli communities towards community-based tourism (CBT) and explores the potential for infusing Maqasid al-Shariah (the objectives of Islamic law) into the development of tourism destinations. By assessing community attitudes and willingness to engage in CBT, this research identifies key factors influencing their acceptance and participation. Through qualitative interviews and participatory observation, the study analyzes how incorporating the principles of Maqasid al-Shariah such as the protection of religion, life, intellect, lineage, and property can guide the sustainable development of tourism initiatives that honor the cultural heritage and socio-economic aspirations of the Orang Asli. The findings indicate a positive disposition towards CBT in both communities, viewing it as a means for economic empowerment and cultural preservation. However, varying acceptance levels suggest the necessity for tailored approaches that consider each group's unique cultural values and socioeconomic contexts. This research underscores the significance of integrating Islamic ethical frameworks into tourism development strategies, fostering community resilience while ensuring the respectful growth of tourism within Orang Asli communities.

**Keywords:** Community-Based Tourism, Orang Asli, Maqasid al-Shariah, Sustainable Development, Islamic Ethical Framework.

## Tourism

142-135

# Tourism Marketing: Towards Sustainable Destination Measuring Factors Affecting Revisit Intention

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## ABSTRACT

The COVID-19 pandemic has reshaped the tourism industry, altering key factors that influence revisit intentions. This study examines the roles of satisfaction, destination image, environmental concerns, tourist experience, and risk perception in determining tourists' likelihood to revisit a destination. While previous studies have primarily focused on satisfaction and novelty seeking, this research incorporates sustainability and risk perception as additional dimensions influencing revisit intentions. The Theory of Planned Behavior (TPB) serves as the conceptual framework, emphasizing attitudes, subjective norms, and perceived control. This study critiques existing literature by addressing gaps, such as the limited exploration of sustainability in relation to revisit intentions and highlights the growing importance of environmental awareness among tourists. The analysis reveals that satisfaction plays a significant role in short-term revisit intentions, while destination image, shaped by local culture, infrastructure, and hospitality, influences long-term revisit decisions. Furthermore, environmental sustainability and risk perception are found to have an increasing impact on tourists' decisions to return to a destination. Through a synthesis of the existing literature, this study identifies the key factors influencing revisit intention and provides recommendations for tourism stakeholders. These include improving visitor experiences, enhancing destination infrastructure, promoting sustainable practices, and effectively managing risk perception. This research contributes to a deeper understanding of the factors that drive revisit intention, offering insights into destination management and marketing strategies.

**Keywords:** Revisit Intention, Satisfaction, Destination Image, Risk Perception, Environmental Concerns.

## Tourism

182-189

# Beach Tourism and the Satisfaction Levels of Family Tourists Around Pantai Cenang, Langkawi Island

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## ABSTRACT

Beach tourism is a recreational activity that is increasingly attracting both international and local tourists in many countries with natural coastal attractions. Beach tourism holds a unique appeal within the industry due to its beautiful natural geographical features, drawing tourists from both domestic and international markets. In Malaysia, beach tourism is no exception in capturing the interest of local tourists, including family tourists. One of the most renowned beaches for this segment is Pantai Cenang, Langkawi Island. This beach is said to possess both natural and man-made features, making it a significant attraction for visitors, particularly family tourists. This paper aims to identify the characteristics and activities of family tourists during their visits to Pantai Cenang, as well as to determine whether their satisfaction is influenced by natural features or man-made elements. The study was conducted using a quantitative approach, based on responses from 350 randomly selected domestic family tourists at Pantai Cenang, Langkawi Island. The results revealed that family tourists visit Pantai Cenang primarily for family vacations. Their visits are filled with recreational activities, such as spending time with children and other family members and bonding activities. Additionally, the findings show that family tourist satisfaction at Pantai Cenang is largely driven by natural features, with an average score of 3.85, compared to man-made features, which scored an average of 3.80. Therefore, various important aspects must be addressed and improved to maintain tourist satisfaction, including ensuring the cleanliness, beauty, and comfort of the beach area, as well as providing adequate facilities throughout the beach experience to encourage repeat visits from tourists.

**Keywords:** Beach Tourism, Family Tourists, Physical Features, Man-Made Features, Economy, Development, Attraction Factors.





## Tourism

184-191

# Interpretive Analysis of Cultural Heritage Exhibition Hall: Jinggangshan Revolution Museum, China

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## ABSTRACT

**Introduction:** An analysis of cultural heritage tourism exhibition hall exhibits based on an interpretive perspective examines the relationship between interpretive content and interpretive form. Jinggangshan Revolution Museum, China's first museum to focus on revolutionary history was chosen as a case study. A two-dimensional framework combining interpretive content and form is established and followed to guide the analysis. **Issue:** In the exhibition halls of cultural heritage tourism, tourist interpretation faced problems of information overload, lack of interactivity and thematic clarity, language barriers, and overcrowding. **Methods and analysis:** This study applies qualitative analysis and chooses fieldwork as the main analysis method. **Primary Results:** In terms of interpretative content, the tangible cultural heritage is rich in cultural relics, old sites, and buildings, while the intangible cultural heritage has fewer experiential activities and performing arts. In terms of interpretation forms, the five exhibition halls mainly focus on static forms, interactive forms on online platforms, and fewer participatory displays. **Recommendations:** In the future, priority should be given to enhance interactivity, attractive narrative, educational programs and visitor feedback, which is expected to further optimise the function and quality of the exhibition hall.

**Keywords:** Interpretive Analysis; Cultural Heritage; Exhibition Hall; Jinggangshan Revolution Museum.





## Law & Consumer Rights

084-096

# Copyright Protection in Malaysia Amid Legal Challenges of AI-Generated Content

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## ABSTRACT

The rapid advancement of artificial intelligence (AI) technologies has introduced significant legal challenges to copyright protection in Malaysia. Currently, there are no specific laws addressing AI-generated content. The Copyright Act 1987, which governs copyright in Malaysia, provides a framework for protecting the rights of copyright owners while fostering creativity and innovation. However, it does not adequately address the complexities associated with works created by AI. The main issue in this context is the question of authorship and ownership, particularly whether autonomously created AI works can qualify for copyright protection under the Copyright Act 1987. Furthermore, the lack of judicial precedents leaves many questions unresolved regarding the rights of AI developers and those who input prompts into AI systems. Additionally, issues related to originality and the potential for copyright infringement during AI training processes add to the complexity. The challenge of determining whether AI-generated works can be classified as original creations under current laws emphasizes the need for reform. Thus, this paper aims to analyse the legal challenges associated with AI-generated content under Malaysian copyright law and propose pathways for reform to ensure the country remains competitive in the global AI landscape while safeguarding the rights of creators and innovators. A qualitative approach was employed, which included a review of existing literature, such as journal articles and legal analyses. The findings of this study suggest that as Malaysia continues to adopt AI technologies, establishing a comprehensive regulatory framework is essential to address these challenges while protecting intellectual property rights.

**Keywords:** Artificial Intelligence, Copyright, Protection, Regulation, Malaysia.



## Law & Consumer Rights

160-159

# Students' Perspectives on Ethical Concerns in Metaverse E-commerce: A Focus Group Study

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## ABSTRACT

With the rapid expansion of the metaverse, e-commerce has undergone transformative changes, offering immersive shopping experiences. This technological evolution, however, brings forth a range of ethical concerns. This study examines the perspectives of students on these ethical issues within metaverse e-commerce, utilizing focus group discussions as the primary research method. 38 participants from the e-commerce course engaged in discussions that revealed several key concerns. Among these are issues related to privacy and data security, with students expressing fears about personal information misuse and inadequately protected digital identities. Additionally, the focus group discovered the need for increased transparency and accountability from e-commerce platforms operating within the metaverse. Participants suggested the development of ethical guidelines and regulatory measures to protect consumers from ethical infringements, emphasizing the role of education in equipping users with the necessary skills to navigate these virtual spaces responsibly. This study contributes to the growing body of literature on the ethical dimensions of emerging digital environments. Highlighting the students' concerns and recommendations underscores the need for guidelines to ensure that metaverse e-commerce develops in an ethically responsible manner.

**Keywords:** Metaverse, E-commerce, Ethics.



## Law & Consumer Rights

092-184

# Legal Issues Regarding Creditors' Entitlement to Payment during the Winding-up Proceeding with Particular Emphasis on the rights of Unsecured Creditors in Malaysia and United Kingdom

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## ABSTRACT

In Malaysian the winding-up process raises significant legal considerations concerning creditors' entitlement to payment especially regarding unsecured creditors. The objective of this research is to explore the intricacies of Malaysian legal provisions governing creditors' rights during liquidation proceedings, with a particular focus on the protection and prioritization of unsecured creditors and comparatively with the law governing United Kingdom. Doctrinal legal analysis conducted by examining the statutory framework established under the Companies Act 2016 by delineating the rights and remedies available to unsecured creditors in the event of a company's insolvency. Additionally, this research analyzes relevant judicial precedents and regulatory guidelines shaping the landscape of creditor rights protection in Malaysia. The findings of the article reveal a *lacuna* in the laws protecting the rights of unsecured creditors during the winding up of debtors.

**Keywords:** Unsecured Creditors, Winding -Up Proceeding, Companies Act 2016.

## Law & Consumer Rights

164-192

# Online Dispute Resolution (ODR) in E-Commerce: Empowering Sustainability for Societal Well-Being

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## ABSTRACT

Online Dispute Resolution (ODR) has emerged as a crucial mechanism in e-commerce, providing efficient, cost-effective, and accessible solutions for resolving conflicts between consumers and businesses. This study conducts a systematic literature review (SLR) to examine the role of ODR in fostering sustainable economic growth and societal well-being through digital innovation. The paper explores key themes, including the effectiveness of ODR systems, consumer trust, regulatory frameworks, and the integration of artificial intelligence (AI) in dispute resolution. The findings highlight that ODR enhances consumer confidence, reduces litigation costs, and promotes economic sustainability by ensuring fair and transparent conflict resolution. Additionally, AI-driven ODR platforms improve dispute resolution efficiency by automating case assessments and facilitating negotiations. The study also discusses challenges, such as cybersecurity threats, data privacy concerns, and regulatory inconsistencies. Furthermore, ODR significantly reduces the environmental impact of dispute resolution by minimizing physical travel and paper-based documentation, which aligns with the broader sustainability goals of e-commerce. By analyzing existing literature, this research underscores the necessity for continuous advancements in ODR frameworks to support a sustainable digital economy. Future research should focus on enhancing AI capabilities, cross-border dispute resolution, and consumer protection policies. This study contributes to the discourse on digitalization's role in economic sustainability and societal well-being by advocating for an inclusive and innovative ODR ecosystem in e-commerce.

**Keywords:** Consumer, Digital, E-commerce, Online Dispute Resolution.