



# PROGRAM BOOK



**6th International Research Conference on Humanities,  
Social Sciences and Technology  
(6th IRCHST 2024)**

**18th - 19th May 2024**

  
**DORSETT**  
PUTRAJAYA



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## **WELCOME NOTE**

Bismillahirrahmanirahim.

Assalamualaikum warahmatullahi wabarakatuh and Salam Sejahtera.

Dear Esteemed Participants;

On behalf of the organizing committee, it is with great pleasure and honour that I extend to you the warmest welcome to the **6th International Research Conference on Humanities, Social Sciences, and Technology (6th IRCHST 2024)** that will be held on **18<sup>th</sup>-19<sup>th</sup> May 2024** at **Dorsett Hotel, Putrajaya, Malaysia**.



In the vibrant landscape of academia, where ideas converge and knowledge blossoms, this conference serves as a beacon of intellectual exchange and collaboration. In this conference, we embark on a journey of discovery, exploration, and innovation, driven by the shared pursuit of understanding the multifaceted dimensions of humanity, society, and technology.

For your information, the conferences will be held through Face-to-Face and Online Video Presentation (OVP). You may refer on tentative programme, timetable schedule and OVP and non-presenter information below to know about the conference. Whereas, for the proceeding and journal publication process you will be informed through email after the conferences. All delegates also will receive the e-certificates through email within two (2) weeks after conferences.

Here, I would like to express my sincere gratitude to all the participants, keynote speakers, session chairs, and volunteers who have dedicated their time, expertise, and support to make this conference possible. Your commitment and enthusiasm are the driving force behind the success of this event.

In conclusion, I extend my best wishes to all participants for a fruitful and rewarding conference experience. Once again, welcome to the **6th International Research Conference on Humanities, Social Sciences, and Technology 2024**. Let us embark on this journey together, united in our passion for knowledge and discovery.

Thank you and my best wishes to all.

**MUHAMAD FIRDAUS ABDULL RAZAB**  
CEO  
Global Academic Excellence (M) Sdn Bhd



## **TENTATIVE PROGRAM**

<b>18<sup>th</sup> May 2024 (Saturday)</b>	
<b>Time</b>	<b>Activities / Program</b>
<b>8.30 am – 8.45 am</b>	Registration (Ceria 1, Level 3)
<b>8.45 am – 9.00 am</b>	Welcoming Address by Global Academic Excellence (M) Sdn Bhd
<b>9.00 am – 9.40 am</b>	Keynote Session: Assoc. Prof. Dr. Abdul Rauf Ridzuan – The Usage of ChatGPT Among University Students
<b>9.40 am – 9.45 am</b>	Photography Session
<b>9.45 am – 10.00 am</b>	Tea Break
<b>10.00 am – 1.00 pm</b>	Session 1 (Ceria 1, Level 3)
<b>1.00 pm – 2.00 pm</b>	Break / Lunch (Citra Rasa Restaurant, Level 3)
<b>2.00 pm – 5.00 pm</b>	Session 2 (Ceria 1, Level 3)
<b>5.00 pm – 5.15 pm</b>	Closing Speech and Award Recognition
<b>5.15 pm – 5.30 pm</b>	Tea Break / End Session

<b>19<sup>th</sup> May 2024 (Sunday)</b>	
<b>Time</b>	<b>Activities / Program</b>
<b>9.00 am – 5.00 pm</b>	Online Video Presentation (YouTube/Facebook)

### **Notes:**

- Each presentation will be 20 minutes, 15 minutes for presentation and 5 minutes for Q & A sessions
- Face-to-face presenter may use PowerPoint slide to present their paper
- Face-to-face presentation will be schedule on 18<sup>th</sup> May 2024
- Online Video Presentation will be schedule on 19<sup>th</sup> May 2024. The link of each video and slide presentation will be available on 19<sup>th</sup> May 2024 in conference website
- Participant can view Online Video Presentation Slot through our YouTube Channel \_ Global Academic Excellence GAE (<https://www.youtube.com/channel/UCY0GQiQ5qY0kDT1VooKLRlw>) and Facebook (<https://www.facebook.com/GAExcellence/>)
- Participant can respond if there is any comment in the video. Presenter should answer any comment/question from audience



## PRESENTATION TIME TABLE

**SESSION 1 (10.00 am – 1.00 pm)**

**MODERATOR: ASSOC. PROF. DR. MOHD SYUHAIDI ABU BAKAR**

NAME	TITLE
<b>Alaminah R. Abdussalam</b> (Mindanao State University)	A Semiotic Investigation of The Meanings Abducted from The Children Drawings of War: Storytelling Through Drawings
<b>Quyên Do</b> (Bangkok University)	The Influence of Social Media on Perceptions of Success Among Modern Women
<b>Muhd Shafiq Johari</b> (Universiti Teknologi Malaysia)	Determining Digital Leadership Factor in The Construction Industry: A Component Analysis of Internal & External Aspects
<b>Nurul Sabrina Masri</b> (Universiti Teknologi MARA)	A Conceptual Paper Exploring the Impact of Influencer's Marketing on Brand Reputation
<b>Aini Faezah Ramlan</b> (Universiti Teknologi MARA)	Digital Trust: A Conceptual Paper Exploring Between Online Media Credibility, Self-Determination and Non- Communicable Disease Prevention Among Youth
<b>Muhammad Asri Irwan Bin Azman</b> (Universiti Teknologi MARA)	Sumbangan Filem Korea Terhadap Industri Perfileman di Malaysia
<b>Faris Izwan Nordin</b> (Universiti Kebangsaan Malaysia)	Analisis Balaghat Sahih Dalam Al-Muwatta' Imam Malik Ibn Anas
<b>Asaad Almuqaimi</b> (Ministry of Endowment and Religious Affairs)	An Islamic Government Prevents Administrative Corruption: An Analytical Study of an Islamic Political Document Dating Back to the 3rd AH -9th AD
<b>Asral Abbas</b> (Mindanao State University)	Multilingualism and English Oral Performance: The Case of College Bound Program Students of MSU Marawi
<b>Muhammad Aiman Roszaimi</b> (Universiti Kebangsaan Malaysia)	Cabaran Dalam Pembentukan Komuniti Epistemik Governans Angkasa Lepas di Malaysia Serta Solusinya



**SESSION 2 (2.00 pm – 5.00 pm)**

**MODERATOR: ASSOC. PROF. DR. MOHD SYUHAIIDI ABU BAKAR**

<b>NAME</b>	<b>TITLE</b>
<b>Muhammad Syazani Ghazali</b> (Universiti Teknologi MARA)	The Influence of Social Media Marketing (Interaction) on Customer Hotel Booking Intention in Malaysia
<b>Shetu Gull a Jannat</b> (Universiti Putra Malaysia)	Women Food Entrepreneurs in Bangladesh: A Qualitative Research Agenda on Social Enterprise Perceptions.
<b>Rosilawati Sultan Mohideen</b> (Universiti Teknologi MARA)	Kesedaran Kesan E-Waste Terhadap Masyarakat
<b>Ilya Yasnorizar Ilyas</b> (Universiti Teknologi MARA)	Kajian mengenai tahap kesedaran dan kefahaman terhadap money mule dikalangan masyarakat Malaysia
<b>Mohammad Farouqi Bin Mohd Hanafi</b> (Universiti Teknologi MARA)	Delving into The Experienscape: The Mediating Effect of Customer Experience Towards Customer Revisit Intentions for Urban Specialty Coffee Shops
<b>Wan Nurhamizan Wan Sani</b> (Universiti Teknologi MARA)	Perspektif Positif dan Negatif Ibu Bapa terhadap penontonan Netflix di Malaysia
<b>Nur Syifaa' Binti Mohd Nawi</b>	Perisian Kursus Multimedia Topik Wang Terhadap Murid Autism
<b>Rasidah Mohd Abdul Rahman</b> (Universiti Pendidikan Sultan Idris)	Peningkatan Emosi Positif Kanak Kanak Prasekolah Menggunakan Lagu Kanak Kanak Melayu Tradisional
<b>Intan Idura binti Mohamad Isa</b> (Universiti Pendidikan Sultan Idris)	Cabaran Penggunaan Teknologi Kecerdasan Buatan Dalam Penilaian Prestasi Akademik Pelajar Pada Abad Ke-21
<b>Tareq Zeyad</b> (Al-Hamdaniya University)	TBA



## **ONLINE VIDEO PRESENTATION INFORMATION**

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**Presenter:** Siti Aishah Chu Abdullah  
**Institution:** Universiti Malaysia Sarawak  
**Paper Title:** Menguruskan Ketidaktentuan Ekonomi Menggunakan Komunikasi Pemasaran Bersepadu  
**Video Link:** <https://youtu.be/gNd2Zbs4NnQ>  
**Slide Link:**

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**Presenter:** Sofian Rizal  
**Institution:** Universitas Negeri Jakarta  
**Paper Title:** Literature Review of Concept Attainment Model Technology: The Effectiveness Concept Attainment Model Mix with Other Model in Computation Work  
**Video Link:** [https://youtu.be/vFaAvF1\\_R4o](https://youtu.be/vFaAvF1_R4o)  
**Slide Link:**

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**Presenter:** Collin Jerome  
**Institution:** Universiti Malaysia Sarawak  
**Paper Title:** Sheesh! Malaysia is Not Even A Race Dude!: Thematic Analysis of Malaysian Twitter Discourse on Race and Related Topics  
**Video Link:** <https://youtu.be/AIedPeor4e4>  
**Slide Link:**

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**Presenter:** Ghanim. Hamid. AL-Khattabi  
**Institution:** Ministry of Health, KSA  
**Paper Title:** Hepatitis C Infection Screening in Hemodialysis Units, Makkah, Saudi Arabia  
**Video Link:** <https://youtu.be/hl6jK92eLGE>  
**Slide Link:**

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**Presenter:** Raymundo V. Romero  
**Institution:** Partido State University  
**Paper Title:** Output Behavior Of The 12 Volts Solar Power Line Source  
**Video Link:** <https://youtu.be/lmvQw0IPVfY>  
**Slide Link:**

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**Presenter:** Ang Kean Hua  
**Institution:** Universiti Malaysia Sabah  
**Paper Title:** The Effectiveness of GIS Mobility based Pattern Recognition Approach in COVID19 Infection among Sabah Local Community  
**Video Link:** <https://www.youtube.com/watch?v=6YQs1n365ms>  
**Slide Link:**

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**Presenter:** Ang Kean Hua  
**Institution:** Universiti Malaysia Sabah  
**Paper Title:** Interpret Drone Technologies as An Outdoor Learning Activities for Geographical Science Education: Stem Pedagogies  
**Video Link:** <https://www.youtube.com/watch?v=FfGd2vr-9LI>  
**Slide Link:**

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**Presenter:** Alvin Lim Teik Zheng  
**Institution:** Universiti Putra Malaysia Bintulu Sarawak  
**Paper Title:** Tuning the Morphology of Metal Oxides Using Dissolved Cellulose for Catalytic Degradation Of 4-Nitrophenol And Their Antibacterial Activity  
**Video Link:** <https://www.youtube.com/watch?v=7L-q3v2xiqs>  
**Slide Link:**

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**Presenter:** Aaliyawani Ezzerin Sinin  
**Institution:** Universiti Putra Malaysia Bintulu Sarawak  
**Paper Title:** Structural and Dielectric Properties of Bismuth Doped Lmno Ceramic  
**Video Link:** [https://www.youtube.com/watch?v=xCD\\_rUJYdYI](https://www.youtube.com/watch?v=xCD_rUJYdYI)  
**Slide Link:**

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**Presenter:** Nurhafizah Zainal  
**Institution:** Nilai University  
**Paper Title:** Developing a Framework for Gig Workers Well-Being Towards Sustainable Gig Economy  
**Video Link:** <https://youtu.be/-RfjIp9UAMk>  
**Slide Link:**  
[https://docs.google.com/presentation/d/1C\\_t4UWMg43fb47gdMcik7cigZnotncCJ/edit?usp=sharing&ouid=115942919083382869857&rtpof=true&sd=true](https://docs.google.com/presentation/d/1C_t4UWMg43fb47gdMcik7cigZnotncCJ/edit?usp=sharing&ouid=115942919083382869857&rtpof=true&sd=true)

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**Presenter:** Nur Adillah Ramly  
**Institution:** Universiti Pendidikan Sultan Idris  
**Paper Title:** Analisis Keperluan Pembinaan Modul Pengajaran Pendidikan Akhlak Untuk Guru Prasekolah  
**Video Link:** <https://youtu.be/NXtyLYblxk8>  
**Slide Link:**  
[https://drive.google.com/file/d/1AxAOOJsLeRY5XA3BwhydfBr7t\\_VbmQwp/view?usp=sharing](https://drive.google.com/file/d/1AxAOOJsLeRY5XA3BwhydfBr7t_VbmQwp/view?usp=sharing)

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**Presenter:** Wirawan Firman Nurcahya  
**Institution:** Universiti Malaysia Terengganu  
**Paper Title:** Human Capital and Neoclassical Growth Model: A Panel Data Analysis Using Regional Data of Indonesia  
**Video Link:** <https://youtu.be/n6YA7t9Wyx4>  
**Slide Link:**

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**Presenter:** Novri Gazali  
**Institution:** Universiti Utara Malaysia  
**Paper Title:** Kepimpinan Transformasional Dalam Pendidikan Jasmani: Tinjauan Sistemik Dan Hala Tuju Masa Depan  
**Video Link:** <https://youtu.be/gvdgQKgVLRA>  
**Slide Link:**

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**Presenter:** Nur Izzati Nadia Mohd Dzolkifli  
**Institution:** Universiti Sains Islam Malaysia  
**Paper Title:** Isu dan Cabaran Hubungan Etnik di Institusi Pendidikan Menengah di Semenanjung Malaysia  
**Video Link:** <https://youtu.be/vh6GiXpScJ8>  
**Slide Link:** [https://drive.google.com/file/d/1EGJM0YOBWriaRbHkXo9S\\_cjKffQr-KS/view?usp=sharing](https://drive.google.com/file/d/1EGJM0YOBWriaRbHkXo9S_cjKffQr-KS/view?usp=sharing)

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**Presenter:** Nurul Afiqah Nordin  
**Institution:** Universiti Teknologi Malaysia  
**Paper Title:** The Effect of Online Project Based Learning Via Google Classroom Towards Student's Science Process Skill and Level of Critical Thinking in Science Subject for Primary Student  
**Video Link:** <https://youtu.be/mKMrL0T7TBk>  
**Slide Link:**

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**Presenter:** Nor Syahrul Bariyah Johari  
**Institution:** Universiti Utara Malaysia  
**Paper Title:** Pengaruh Signifikan Ke Atas Efikasi Kendiri Guru  
**Video Link:** <https://youtu.be/ZoGxcUTt3xo>  
**Slide Link:**  
<https://drive.google.com/file/d/1ELZKxA6k4kUzHdKg2KWM5BvUUbh2xXRL/view?usp=sharing>  
[ng](#)

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**Presenter:** Siti Hawa Husin  
**Institution:** Universiti Teknologi Malaysia  
**Paper Title:** Keberkesanan Pendekatan Pembelajaran Berasaskan Projek Sebagai Penglibatan Aktif Murid Dalam Pembelajaran  
**Video Link:** [https://www.youtube.com/watch?v=oSSiB\\_NpwIw](https://www.youtube.com/watch?v=oSSiB_NpwIw)  
**Slide Link:** <https://drive.google.com/file/d/1AuOT6Sk-Innrym37Kpfk3wLxloloK74v/view?usp=sharing>

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**Presenter:** Anis Najihah Mazlan  
**Institution:** Universiti Utara Malaysia  
**Paper Title:** The Regulatory Frameworks of Retail Solid Waste Management: A Comparative Analysis of France, Singapore and Malaysia  
**Video Link:** <https://youtu.be/-4yD6PW0Es0>  
**Slide Link:**

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**Presenter:** Robit Yusie Fus Han  
**Institution:** Universiti Malaysia Sabah  
**Paper Title:** Digital Leadership: Probing the Relationship Between Academic Background and Services Experience for School Leaders in Underprivileged Schools  
**Video Link:** <https://youtu.be/ho4jmouaH44>  
**Slide Link:**

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**Presenter:** Maisarah Ahmad  
**Institution:** Universiti Teknologi Malaysia  
**Paper Title:** Reka Bentuk Persekitaran Pembelajaran Kolaboratif Berbantuan Bahan Pembelajaran Digital Menggunakan Google Classroom  
**Video Link:** [https://youtu.be/vlm4IvIY\\_sM](https://youtu.be/vlm4IvIY_sM)  
**Slide Link:**

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**Presenter:** Fatimah Sofiah  
**Institution:**  
**Paper Title:** QURANIX Model for Circular Nation Building – Envisioning the Outcome of Academic-related Corrective Interventions  
**Video Link:** <https://youtu.be/nBrINcDcdjs>  
**Slide Link:**

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**Presenter:** Christnalter anak Bunsu  
**Institution:** Universiti Teknologi Malaysia  
**Paper Title:** Designing Self-Regulated Learning Environment for Open and Distance Learning Students  
**Video Link:** <https://youtu.be/XnZk3L9A6Ik>  
**Slide Link:** <https://drive.google.com/file/d/1EVXMWm00m3nhYdZe-f3kK00jIHLWkcG7/view?usp=sharing>

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**Presenter:** Mimi Fazah Zainudin  
**Institution:**  
**Paper Title:** Isu dan Cabaran Pengintegrasian Teknologi dalam Pengajaran dan Pembelajaran Latihan Paramedik  
**Video Link:**  
**Slide Link:**

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**Presenter:** Shamsir Nureddin  
**Institution:** Universiti Malaysia Sabah  
**Paper Title:** Pengaruh Kepemimpinan Instruksional, Kompetensi pedagogi dan iklim organisasi terhadap prestasi kerja guru sekolah menengah di Tenggara Sabah  
**Video Link:** <https://youtu.be/ICRIMS0S6ms>  
**Slide Link:**

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**Presenter:** Kamariah Liashin  
**Institution:** Universiti Malaysia Sabah  
**Paper Title:** Kempimpinan Transformasi Pengetua, Pengurusan Reformasi Dan Motivasi Kerja Terhadap Prestasi Kerja Guru Sekolah Menengah Di Negeri Sabah  
**Video Link:** <https://youtu.be/cIWF8O4Rwh4>  
**Slide Link:** <https://drive.google.com/file/d/1B2tE0kYztQ1WdERpLI-6M8VjF1tAikMW/view?usp=sharing>

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**Presenter:** Karmilah Liashin  
**Institution:** Universiti Malaysia Sabah  
**Paper Title:** Pengaruh Kemahiran Kepimpinan Kendiri, Tingkah Laku Kerja Inovatif , Iklim Sekolah Terhadap Prestasi Kerja Guru , Sabah  
**Video Link:** <https://youtu.be/PnhWd1GFPNI>  
**Slide Link:** <https://drive.google.com/file/d/1BB3-rKyrZ-m5Xuq3Anye8lFRns1XuOjn/view?usp=sharing>

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**Presenter:** Arzizul Antin  
**Institution:** Universiti Malaysia Sabah  
**Paper Title:** Keimpinan Distributif Pengetua, Komuniti Pembelajaran Profesional Virtual, Motivasi, Dan Kepimpinan Guru Sekolah Menengah di Sabah.  
**Video Link:** <https://youtu.be/dTXdB5KzTQw>  
**Slide Link:** <https://docs.google.com/presentation/d/1DmqmGsPu7fHJzmwZPcwqkcJPZGaacDuc/edit?usp=sharing&oid=115942919083382869857&rtpof=true&sd=true>

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**Presenter:** Norshahirah Mohamed Paid  
**Institution:** Universiti Kebangsaan Malaysia  
**Paper Title:** Korelasi Antara Kecerdasan Spasial Dan Pencapaian Matematik Dalam Kalangan Pelajar Pintar Dan Berbakat  
**Video Link:** <https://youtu.be/wJLeohFFSJ0>  
**Slide Link:** <https://drive.google.com/file/d/1EnDdT-kVvAp1sQaegqy61eJLimBFElTS/view?usp=sharing>

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**Presenter:** Siti Sarawati Johar  
**Institution:** Universiti Tun Hussein Onn Malaysia  
**Paper Title:** Analisis Kesahan dan Kebolehpercayaan Instrumen Norma Bekerja dari Rumah  
**Video Link:** <https://youtu.be/PHfjQ75hh1Q>  
**Slide Link:**

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**Presenter:** Sujatha Balakrishna  
**Institution:** Nilai University  
**Paper Title:** Factors Influencing Loyalty to Taobao Marketplace From the Perspective of Customers from Jiangxi, China  
**Video Link:** <https://youtu.be/HT1jeMleNMM>  
**Slide Link:** [https://docs.google.com/presentation/d/1E7C\\_0nXKouhjq7aB8vVxs8rQ70q6Mqhh/edit?usp=sharing&oid=115942919083382869857&rtpof=true&sd=true](https://docs.google.com/presentation/d/1E7C_0nXKouhjq7aB8vVxs8rQ70q6Mqhh/edit?usp=sharing&oid=115942919083382869857&rtpof=true&sd=true)

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**Presenter:** Phuong Anh Nguyen  
**Institution:** University of Languages and International Studies  
**Paper Title:** Incorporating English As an International Language in Teaching Materials: A Case of An EAP Course in Vietnam  
**Video Link:** [https://youtu.be/wHVMQn3p\\_tk](https://youtu.be/wHVMQn3p_tk)  
**Slide Link:**

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**Presenter:** Muhammad Khairul Zharif Bin Nor A'zam  
**Institution:** Universiti Teknologi MARA  
**Paper Title:** Development of Causal Loop Diagram Based on System Dynamics Approach in Malaysian Glutinous Rice  
**Video Link:** <https://youtu.be/YuhEPZwPyTU>  
**Slide Link:**



## **NON-PRESENTER INFORMATION**

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**Participant:** Salomi Simon

**Institution:** Universiti Tunku Abdul Rahman

**Paper Title:** Keberkesanan Penggunaan Interaktif E-Learning Berasaskan Aplikasi Quizizz Bagi Topik Norma Masyarakat Global Dalam Pendidikan Moral Tingkatan Lima

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**Participant:** Su Tingting

**Institution:** University Sains Malaysia

**Paper Title:** A Bibliometric Analysis of Audiovisual Translation (2004-2023) Based on Citespace

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**Participant:** Sharfika Raime

**Institution:** UNITAR International University

**Paper Title:** Dynamic Nature of Leadership in Malaysian Universities: Nurturing Quality Education and Global Excellence

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**Participant:** Xia Zhan

**Institution:** Chengdu Polytechnic

**Paper Title:** Exploring Cultural Identity Among Thai Learners of Chinese As A Foreign Language: An Investigation on Aspects of Language, Culture, Ethnic Group, And Values

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**Participant:** Sharifa Khalid Masorong

**Institution:** Mindanao State University

**Paper Title:** The Modern World: Cultural Sensitivity in Language Teaching

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**Participant:** Dania B. Munder

**Institution:** Mindanao State University

**Paper Title:** Society in J.R.R. Tolkiens Trilogy the Lord of the Rings: A Marxist Perspective

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**Participant:** Sharifa Sittie Zehanie J. Kabirun

**Institution:** Mindanao State University

**Paper Title:** The Truths about Tausugs through the Literary Devices in Tausug Songs

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**Participant:** Hasmina Sarip

**Institution:** Mindanao State University

**Paper Title:** Menchu Sarmientos When Ben was Ben and Lakambini Sitoys Denial, Denial: A Literary Analyses

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**Participant:** Hafez zainudin

**Institution:** Universiti Tunku Abdul Rahman

**Paper Title:** Reimagining Place: Participatory Art in the Digital Reconstruction of Kajang's Old Town

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**Participant:** Taw Onn

**Institution:** Universiti Tunku Abdul Rahman

**Paper Title:** Are You A Phubber or A Phubbee? An Analysis of Phubbing Behavior In the Era of Smartphone

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**Participant:** Bai Salam M. Ibrahim

**Institution:** Mindanao State University

**Paper Title:** Attitude of Students Towards A Simulated Classroom Activities: A Contribution to The Study of Task-Based Learning

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## ABSTRACT

### OUTPUT BEHAVIOR OF THE 12 VOLTS SOLAR POWER LINE SOURCE

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**Abstract:** *The power output and the amount of cloud cover in the atmosphere are among the factors that affect the performance of the solar panel to produce current. This study determined the amount of the produced current: if the power output of the solar panel is increased at constant percentage of cloud cover in the atmosphere; if the cloud cover is at different percentage with constant power; and when the percentage of cloud cover is varying similarly with the power output of the solar panel. This established the relationship between the percentage of cloud cover, the percentage of the produced current if the percentage of power is increased. Two sets of data were gathered as basis of current produced from the 50 watts and 400 watts systems that were observed at different time and cloud cover conditions using digital multimeter. Other missing data were estimated through fuzzy logic analysis. Solar panels with low power produce smaller amount of current if compared to solar panels with high power capacity output. Similarly, the percentage of cloud cover affects its performance as almost cloudy atmosphere lessen the amount of current produced. It was established that if the power capacity is increased by 2.12 times, then the percentage of the current output is increased by 36.97 times showing that if the power source is increased by almost two times, an overwhelming amount of current can be produced. It was also established that if the power source is increased greater than the average value, the produced current is at greatest amount that even the atmosphere is almost covered with clouds is still higher compared to the current produced by the power source of less than the average value in almost zero percent cloud cover condition.*

**Keywords:** *Solar Power, 12-volt Line, Current, Solar Panel System*

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## HEPATITIS C INFECTION SCREENING IN HEMODIALYSIS UNITS, MAKKAH, SAUDI ARABIA

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### Abstract:

**Background:** Hepatitis C virus (HCV) infection is the most common cause of chronic liver disease in the world; evaluation of the epidemiology of HCV infection was made possible by the development of a serological assay to detect antibodies to epitopes of HCV. Hemodialysis (HD) is considered to be one of the main risk factors of HCV transmission. The prevalence of antibodies to HCV (anti-HCV) in patients undergoing maintenance dialysis therapy (MDT) was found to be one of the highest among different risk groups; moreover, there is wide variation in the prevalence of HCV infection among different dialysis units and countries. **Materials and Methods:** The current study is a cross-sectional one, where a sample of 361 HD patients were selected randomly from HD centers in three governmental hospitals in Makkah city and they were subjected to assessment for the prevalence of anti-HCV by using questionnaires in addition to clinical measurements. **Results:** Based on clinical measurements and questionnaires, the overall prevalence of anti-HCV among HD patients was 49.9%. **Conclusion:** The overall prevalence of anti-HCV among HD patients in Makkah city (49.9%) was comparable to that reported from other parts of the Kingdom of Saudi Arabia (KSA) and it is almost similar to the already reported positivity rate of (43.2%) from the eastern region of KSA and southern regions of KSA (45.5%). However, Strict adherence to universal precautions as recommended by the Center for Diseases Control (CDC), meticulous regular disinfection of HD machines, Strict isolation of HCV-positive patients, dedicated dialysis machines and nursing staff at new dialysis set-up could possibly be the reasons of relatively low anti-HCV positivity at the current study than that reported by Shaheen, et al, from four centers in the western region of KSA, (72.3%) and that by Huraib, et al in their multi-center study in KSA, (68%) as well as the mean national rate. On the other hand, the use of more sensitive third generation enzyme - linked immunosorbent assay (ELISA) technique, long duration on HD, multiple blood transfusions, patients with dialysis treatment in multi-centers, factors related to infrastructure, environment and operational system might be responsible for the high prevalence of anti-HCV found in this study than that reported by Saeed, et al from Riyadh and those observed in the central region of KSA. Although routes of transmission are still unclear, early detection of all infected patients is mandatory for HCV prophylaxis in HD patients. Furthermore, an intensive educational program for staff members, HD patients and proper evaluation of the HD situation are needed. Thus, observation of appropriate preventive measures by all HD-centers is paramount.

**Keywords:** Hepatitis C Infection, Hemodialysis Units, Makkah, Saudi Arabia, Antibodies Against Hepatitis C Virus (Anti-HCV).

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## THE INFLUENCE OF SOCIAL MEDIA ON PERCEPTIONS OF SUCCESS AMONG MODERN WOMEN

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**Abstract:** *Social media has become an integral aspect of modern society, profoundly influencing how individuals perceive success and navigate their professional and personal lives. This article explores the complex relationship between social media and the success of contemporary women, examining both the positive and negative impacts of social media usage on women's perceptions of success, self-esteem, and well-being. Drawing on a synthesis of existing literature, empirical research, and real-life examples, we delve into the ways in which social media platforms shape societal norms, cultural values, and individual aspirations, particularly among women. We discuss the role of social media in perpetuating unrealistic beauty standards, fostering comparison culture, and exacerbating feelings of inadequacy and self-doubt. Conversely, we highlight the empowering potential of social media as a tool for self-promotion, networking, and community-building, enabling women to challenge stereotypes, amplify their voices, and pursue their passions. Furthermore, we propose strategies for harnessing the positive effects of social media while mitigating its negative consequences, including promoting authenticity, fostering digital literacy, and advocating for policy changes. Finally, we identify avenues for further research to deepen our understanding of the nuanced interplay between social media and women's success, emphasizing the importance of interdisciplinary collaboration and ethical considerations in studying this complex phenomenon. By engaging in dialogue, research, and action, we can cultivate a digital landscape that empowers women to thrive, succeed, and authentically express themselves in the 21st century.*

**Keywords:** *Social Media Influence, Women's Success, Gender Empowerment, Self-esteem*

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## REIMAGINING PLACE: PARTICIPATORY ART IN THE DIGITAL RECONSTRUCTION OF KAJANG'S OLD TOWN

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**Abstract:** *This paper presents an artistic research project aimed at digitally archiving and preserving the memories of Kajang's old town through the lens of participatory art and technology. Through collaboration with students from a local university, the project engaged participants in the recreation of specific buildings within the old town, driven by their personal connections and nostalgic reflections. Participatory case study is used as the methodology to gain diverse perspectives and motivations while the memories provide insights into the significance of each chosen building through exploration of Kajang's cultural identity. Using 3D modelling method, participants built and contribute digital 3D models of the building and completed models are made available for viewing worldwide by offering the public access to the virtual reconstruction through an immersive digital platform. This paper describes the process of digital reconstruction and significance of participatory art in preserving and celebrating the collective memory of a community. It underscores the potential of interdisciplinary efforts, and it aspires to be an example where participatory art challenges dominant narratives through the creation of alternative realities.*

**Keywords:** *Archiving and Memories, Digital Reconstruction, Participatory Art, Artistic Research, Kajang Town.*

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## DYNAMIC NATURE OF LEADERSHIP IN MALAYSIAN UNIVERSITIES: NURTURING QUALITY EDUCATION AND GLOBAL EXCELLENCE

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**Abstract:** *This quantitative research explored the intricate connections among servant leadership, leadership competency, self-efficacy, and job performance among leaders in Malaysian public universities. Employing quota sampling, participants provided data through self-administered Google Forms. The research particularly emphasised the mediating role of the working environment in these relationships. Results indicated that the working environment solely mediates the relationship between servant leadership and job performance, with no significant mediation observed for leadership competency and self-efficacy. Although the coefficient determinant ( $R^2$ ) for the total indirect relationship (0.295) exceeded the direct relationship (0.147), it is crucial to interpret this value with caution. The indirect effect suggests that 29.5% of the variance in job performance can be attributed to the working environment, which may be considered relatively weak. This finding points to the potential influence of other mediating factors that could be explored in future research. These findings hold significance for policymakers formulating leadership selection strategies and contribute to a contemporary understanding of effective leadership, particularly within higher education institutions. This understanding is vital for propelling Malaysia's progress toward achieving SDG4 (Quality Education) and reinforcing its vision of becoming a global educational hub by 2025. Ultimately, these research outcomes set the foundation for the development of robust leadership practices and the cultivation of a conducive educational environment, both of which are essential for Malaysia's educational advancements and international reputation.*

**Keywords:** *Job Performance, Leadership Competency, Self-Efficacy, Servant Leadership, Working Environment*

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## ***SHEESH! MALAYSIA IS NOT EVEN A RACE DUDE!': THEMATIC ANALYSIS OF MALAYSIAN TWITTER DISCOURSE ON RACE AND RELATED TOPICS***

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**Abstract:** *In recent years, social media platforms such as X (Twitter) have become key channels for people to connect over shared interests and raise awareness about important issues collectively. Particularly since GE15, these platforms have emerged as new arenas for Malaysians to engage in national conversations about social and political topics, alongside related matters such as religion, gender, and human rights. These discussions, which are facilitated through tweets, not only bring attention to these issues but also reveal the diverse perspectives of Malaysians. This study utilized reflexive thematic analysis to investigate social media conversations among Malaysians regarding race and related issues. Publicly available tweets from January 1 to June 30, 2023, linked to various events, were collected for analysis. The analysis revealed several themes, including (1) Race and Ethnicity in Malaysian Society, (2) Political Dimensions of Race, (3) Religious Influence on Politics, (4) Social Harmony and National Identity, (5) Media and Public Discourse, and (6) Human Rights and Equality. Overall, the analysis demonstrates critical insights into Malaysia's current intricate socio-political landscape. Despite the superficial nature of XTwitter discussions, these themes not only express racial bias and perpetuate stereotypes and oppression, but also call for inclusive policies, respectful dialogue, and collective action to foster harmony and equity.*

**Keywords:** *Social Media, Twitter, Thematic Analysis, Race, Malaysia*

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## A SEMIOTIC INVESTIGATION OF THE MEANINGS ABDUCTED FROM THE CHILDREN'S DRAWINGS OF WAR: STORYTELLING THROUGH DRAWINGS

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**Abstract:** *Drawing is a vital tool used in understanding people, especially children, with the use of visual media as a means of expressing their emotions, as well as the use of different forms of images that emerge on a drawing surface. Therefore, it is significant to understand that children can use different forms of drawing media to articulate their inner feelings as well as making their thoughts understandable to others. This study, based on the belief that the art works of child survivors furnish materials for analysis, focuses on meaning-making of the drawings of the child survivors of war through semiotics investigation, thereby concluding with the grand narrative of war through the lens of the child survivors. The researcher had meaningful meaning-making of the drawings and the findings of the study include: conceptualization of the masjid (mosque) as a sanctuary during war; definition of religion as a wellspring of resiliency, demarking peace as the absence of war, and highlighting the role of kambangsa (clanship) amidst danger, and from all of these, a grand narrative of the child survivors of Marawi Siege was written. The meanings abducted from the drawings led to the narratives of the child-survivors- narratives that may have been left unspoken and unheard after all these years of trying to live a normal life as young, gentle and innocent children of the city. This supported the claims that children are thinkers with knowledge of their own sensations, thoughts, beliefs and other mental states. This study implied that drawings are rich sources for semiotic discourse despite the limitations at hand.*

**Keywords:** *Semiotics, Grand Narrative, Drawings, War, Narratives, Themes, Child-Survivors*

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## SOCIETY IN J.R.R. TOLKIEN'S TRILOGY THE LORD OF THE RINGS

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**Abstract:** *Serrano (2008) said that behind every book is the human being, behind every human being is the race, and behind every race is the whole world of humankind. Through literature, people learn about various people and societies at different times. This study focused on the society portrayed in Tolkien's The Lord of the Rings. The literary elements, devices, and some generalizations about the society portrayed in the trilogy were analyzed using Sociocultural and Marxist theories. The kind of society portrayed in the trilogy is communal but because of the Hobbits' journey, it shifted from communal to associational. It also portrays a regionalist society with its practices, rules, and languages. Furthermore, the setting of the trilogy has shifted from one place to another. Among these places is the Shire, the main setting which describes a communal society that shows personal and intimate interactions while the other places do not, which perfectly describes an associational society. Industrialization is also seen in some associational societies which caused alienation among members of the society that later resulted in a slow cultural extinction. Regionalism is also presented with the inclusion of different races, cultures, languages, and practices. With these, some generalizations concluded are the nature of humans to want power and the tendency to be greedy, true love, and loyalty among friends, the unification of different races, and the triumph of goodness against evil and the effects of war in society. Lastly, the trilogy shows that anyone can grow and learn from their experiences to realize their full potential through interaction in society*

**Keywords:** *Tolkien, The Lord of the Rings, Society, Literary Elements, Literary Devices*

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## MENCHU SARMIENTO'S "WHEN BEN WAS BEN" AND LAKAMBINI SITTOY'S "DENIAL, DENIAL": A LITERARY ANALYSES

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**Abstract:** *This inquiry sought to uncover the images of women as portrayed in the contemporary short stories entitled "When Ben was Ben" by Menchu Sarmiento and "Denial, Denial" by Lakambini Sitoy. Feminist Literary Criticism, specifically liberal, radical, Freudian, socio-cultural, stereotypical feminist perspective were employed to critically analyze the actions and feminist perspective of the female characters. The study attempted to meet the following objectives: 1) to describe the images of women as depicted by the authors in the stories; 2) to identify the dominant devices used in the stories; and, 3) to determine the feminist themes conveyed in the stories. Through examining and analyzing the short stories, different images of women were discovered. The close textual reading resulted in the researcher's coming up with the following findings: female characters are portrayed as evil, homemaker, martyr, independent woman and seductress. The dominant devices are symbols, juxtaposition, foreshadowing, imagery, idiom, metaphor, irony and figures of speech were effectively utilized in the stories to probe the images of women that are found in each story. Indeed, women will come a long way in facing the battle against patriarchal values. The stories deal with feminist concerns and issues that concern women, their realization and epiphanies and the injustices perpetrated against them by traditional values.*

**Keywords:** *Feminism, Images, Literary Devices, Themes*

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## LITERATURE REVIEW OF CONCEPT ATTAINMENT MODEL TECHNOLOGY: THE EFFECTIVENESS CONCEPT ATTAINMENT MODEL MIXED WITH OTHER MODEL IN COMPUTATION WORK

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**Abstract:** *Concept attainment is an instructional strategy that uses a structured inquiry process. Students fail to grasp the certain concepts of subject, which lead disinterest among students. Moreover students are often unable to apply their knowledge to advance studies. In concept attainment, students figure out the attributes of a group or category that has been provided by the teacher. The purpose of this study is to determine the effect of applying the concept attainment model mix with other model on students critical thinking skill and the use of technology in teaching. The literature review method was used to collect and analyze the relevant literature in this field. The results of this literature review reveal that the concept attainment model mix with other model have proven effective in enhancing students understanding and practical skills and found there will be significant difference between the mean achievement scores of the science or social students taught. The strategy is based on the research investigated how different variables affected the concept learning process and the use of technology in teaching have proven effective in enhancing students understanding and practical skills. However, several challenges were also identified, such as the lack of adequate resources and facilities, the need for increased training of lecturers, and adaptation to technological changes in the concept attainment model. Further research is needed to address this challenge and develop the concept attainment model that are more integrated and relevant to industry needs. By taking into account the findings of this literature review, it is hoped that the concept attainment model mix with other model on students critical thinking skill and the use of technology in teaching can be improved, so that students can acquire the knowledge and skills needed to be successful in the world of computaion work.*

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**Keywords:** *Concept Attainment, Learning, Model, Computation, Mix*

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## KEBERKESANAN PENGGUNAAN INTERAKTIF E-LEARNING BERASASKAN APLIKASI QUIZIZZ BAGI TOPIK NORMA MASYARAKAT GLOBAL DALAM PENDIDIKAN MORAL TINGKATAN LIMA

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**Abstrak:** Kaedah pembelajaran interaktif e-learning merupakan pendekatan pembelajaran yang dapat membantu proses pembelajaran dan pemudahcaraan (PdPc) yang berkesan di kelas. Quizizz adalah salah satu platform pembelajaran yang menawarkan pelbagai cara untuk menjadikan PdPc yang lebih menarik, menyeronokkan dan berinteraktif di antara guru dan murid. Kajian ini dijalankan untuk melihat keberkesanan pembelajaran interaktif e-learning berasaskan aplikasi Quizizz yang memberikan tahap kefahaman kepada murid dalam proses pengajaran dan pembelajaran mereka. Kajian menggunakan reka bentuk kajian tindakan melibatkan murid tingkatan lima di sebuah sekolah menengah di Daerah Batang Padang telah dipilih sebagai responden kajian. Pengumpulan data telah dilakukan melalui tinjauan soal selidik, pemerhatian, dan ujian. Setiap data dianalisis mengikut topik Norma masyarakat Global. Dapatan kajian mendapati aplikasi Quizizz yang digunakan dalam pembelajaran interaktif e-learning dapat menarik minat murid serta membantu mencapai objektif pembelajaran yang telah ditetapkan oleh guru. Akhir sekali, kajian ini membuktikan bahawa pembelajaran interaktif e-learning berasaskan penggunaan aplikasi Quizizz ini dapat membantu guru dalam proses pengajaran dan pembelajaran yang berkesan selaras dengan pembelajaran abad ke -21.

**Keywords:** Pembelajaran Interaktif, E-Learning, Pengajaran, Pembelajaran, Quizizz

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## KORELASI ANTARA KECERDASAN SPASIAL DAN PENCAPAIAN MATEMATIK DALAM KALANGAN PELAJAR PINTAR DAN BERBAKAT

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**Abstrak:** Kecerdasan spasial merupakan keupayaan untuk berfikir dan mentafsir secara visual dan ia membantu pelajar dalam menyelesaikan masalah matematik serta memahami konsep matematik dengan baik. Tujuan kajian ini adalah untuk mengukur korelasi di antara kecerdasan spasial dengan pencapaian Matematik dalam kalangan pelajar pintar dan berbakat di Malaysia. Kajian ini melibatkan seramai 126 pelajar pintar dan berbakat yang berumur 12 dan 13 tahun dengan menggunakan teknik persampelan kebarangkalian secara rawak. Kajian ini menggunakan instrumen Spatial Reasoning Instrument (SRI) yang digunakan untuk mengukur tiga konstruk utama kecerdasan spasial iaitu kemampuan rotasi, kemampuan orientasi spasial dan kemampuan visual ruang. Instrumen ini mempunyai 30 soalan objektif yang merangkumi 10 soalan bagi setiap konstruk. Pencapaian Matematik pelajar pula diukur dengan menggunakan markah ujian Matematik yang diambil secara purata bagi dua peperiksaan utama sepanjang tahun. Kajian ini menggunakan statistik deskriptif dan korelasi dalam menganalisis dan mentafsir data yang dikumpulkan menggunakan perisian SPSS. Hasil kajian menunjukkan terdapat hubungan korelasi yang positif di antara kecerdasan spasial dengan pencapaian Matematik ( $r = 0.496$ ). Ini bermaksud semakin tinggi kecerdasan spasial semakin tinggi pencapaian Matematik yang akan diperolehi oleh pelajar. Ujian ANOVA menunjukkan tiada perbezaan yang signifikan di antara pelajar perempuan dan pelajar lelaki bagi konstruk kemampuan rotasi tetapi terdapat perbezaan yang signifikan bagi konstruk kemampuan orientasi spasial dan konstruk kemampuan visual ruang. Ini bermaksud kemampuan rotasi bagi pelajar perempuan dan lelaki adalah sama tetapi kemampuan orientasi spasial ( $M = 7.8$ ) dan kemampuan visual ruang ( $M = 5.7$ ) pelajar lelaki lebih baik daripada pelajar perempuan. Dapatan kajian juga mendapati pelajar lelaki menunjukkan tahap kecerdasan spasial yang lebih tinggi ( $M = 22.1$ ) berbanding pelajar perempuan ( $M = 19.8$ ). Pengetahuan yang bermakna melalui dapatan kajian ini, iaitu mengenai korelasi yang positif dalam kecerdasan spasial, akan membantu warga pendidik untuk merangka intervensi yang boleh dilakukan bagi meningkatkan tahap kecerdasan spasial pelajar sekaligus membantu meningkatkan pencapaian Matematik di kalangan pelajar pintar dan berbakat.

**Kata Kunci:** Kecerdasan Spasial, Pencapaian Matematik, Pelajar Pintar Dan Berbakat



## DETERMINING DIGITAL LEADERSHIP FACTOR IN THE CONSTRUCTION INDUSTRY: A COMPONENT ANALYSIS OF INTERNAL & EXTERNAL ASPECTS

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**Abstract:** *Notion of Construction IR 4.0 has surfaced recently; managers have to deal with increasingly difficult decision-making processes. The present study aimed to bridge this gap by employing the TAM and EOT theories and synthesising extant research to generate an exhaustive inventory of 16 crucial digital leadership factors (DLFs) for leader and organisation, respectively, which were assessed by 341 construction managers. The data were ranked using factor analysis following a relative relevance index. The information indicates that internal aspects fall into three cluster: (1) factors related to digital strategy and expertise, (2) commitment and trust, and (3) digital literacy and skill acquisition. Three clusters of external aspects were identified: (1) factors related to collaboration and partnerships; (2) factors related to digital cybersecurity and policy; and (3) factors related to capital, workshops, and training. Thus, efforts to enhance DLP in Malaysia ought to concentrate on these wide groups.*

**Keywords:** *Construction IR 4.0; Critical Success Factor; Digital Leadership Practice; Digital Innovation*

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## FACTORS INFLUENCING LOYALTY TO TAobao MARKETPLACE FROM THE PERSPECTIVE OF CUSTOMERS FROM JIANGXI, CHINA

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**Abstract:** *This study looks at the variables affecting Chinese customers' loyalty in online marketplaces. Global digitization has greatly aided the development of this online purchasing trend. The overarching objective of this research is to focus on the web of factors that shape Chinese consumers' loyalty to online marketplaces. By unravelling the underlying variables and dynamics, this research aims to provide e-marketers with the tools and insights necessary to navigate the complexities of the Chinese market successfully. A quantitative analysis is employed to address the aim and objectives of this study. Survey questionnaire was utilized to gather data. The survey results underwent a rigorous examination with the aid of the Statistical Package for the Social Sciences (SPSS). Various statistical methodologies, including but not limited to multiple regression analysis to test hypotheses, the application of descriptive statistics to summarize data, and a comprehensive validity analysis, were employed in the process of scrutinizing and interpreting the survey findings. In conclusion, all four of the hypotheses established for the current inquiry are accepted with the help of hypothesis testing. The outcome of this investigation underscores the critical significance of various factors such as pricing strategies, the robustness of website security measures, the precision of information dissemination, and the influential role of word-of-mouth recommendations in shaping and sustaining consumer loyalty. The study's findings serve as a compass for e-commerce entities, guiding them toward crafting more effective pricing strategies that resonate with their target audience. In sum, this research not only highlights on the dynamics of customer loyalty but also furnishes e-commerce businesses with actionable insights to elevate their customer retention strategies and brand marketing efforts.*

**Keywords:** *Customer Loyalty, Online Marketplace, Pricing Strategy, Website Security, Word of Mouth*

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## DEVELOPING A FRAMEWORK FOR GIG WORKERS WELL-BEING IN MALAYSIA

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**Abstract:** *The gig economy is rapidly expanding and evolving on a global scale, and Malaysia has emerged as a leader in this area. The Malaysian gig economy is estimated to be valued at 1.61 billion and local platforms are expected to grow from RM371.4 million in 2021 to RM650 million in 2025. About four million people in the Malaysian workforce are working in the gig economy. It is expected that gig economy will provide Malaysia with sustainable and inclusive economic growth. In fact, under Malaysia's 12<sup>th</sup> Plan for 2021-2025, the gig economy is included, with the government taking steps to regulate the sector to ensure worker welfare. However, the ecosystem in this field does not fully support the well-being of gig workers. The current policies that help workers during times of need, such as SOCSO and EPF, are always welcome but perceived as optional. It is a major concern for the gig workers due to the increasing well-being issues such as safety and security, workers protection aspects, uncertain income rate, and work-life balance. In Malaysia, gig workers are exposed to the road hazard and injury specifically those that working as driver services. Even though, gig work offers flexible working hours, most of the gig workers especially grab drivers are working more than 8 hours due to low-income rate. Thus, jeopardize their work-life balance. In the literature perspectives, the discussion on gig workers well-being is still scarce especially in Malaysia context. Therefore, this study intends to investigate the predictors of gig workers well-being in Malaysia. Hence, the main objective of this study is to develop a framework for gig-workers well-being. The research methods use to carry out this study is quantitative. The sampling technique is to collect data from 384 gig workers from diverse categories such as ride-sharing and delivery drivers, freelance writers and content creators, freelance graphic designers, independent software developers, independent household and errands services. The measurement of the data consists of nine main variables. The data will be collected using self-administered survey and is analyzed using SMART PLS 4.0. The significance of the output is to provide new inputs to support well-being of gig workers in Malaysia. In a similar vein, the findings contribute to examining the effectiveness of current initiatives and policies related to gig works. Along the same line, the significance output is to provide understanding and awareness among gig workers about their well-being and how to be sustain in their gig career.*

**Keywords:** *Gig Works, Well-Being, Resilience, Precarious Working Condition*

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## A BIBLIOMETRIC ANALYSIS OF AUDIOVISUAL TRANSLATION (2004-2023) BASED ON CITESPACE

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**Abstract:** *This study employs a bibliometric analysis to assess trends in Audiovisual Translation (AVT) research from 2004 to 2023 using the Web of Science Core Collection as resources. The analysis targets identifying key researchers, influential institutions, principal research topics, and current and emerging hotspots in AVT. This study utilized CiteSpace for visualization, revealing a steady increase in AVT publications with a significant peak in 2019. Key researchers such as Jorge Diaz-Cintas and Frederic Chaume Varela emerged as influential figures, with a robust citation network underscoring their impact. Prominent institutions include the University of London and Autonomous University of Barcelona, indicating pivotal roles in AVT research. The analysis also identifies current hotspots like audio description and subtitles, with emerging trends in educational applications and cognitive aspects of AVT. The findings also point towards a dynamic expansion in AVT, emphasizing its interdisciplinary nature and the growing importance of technological integration in translation studies.*

**Keywords:** *Audiovisual Translation, Bibliometric Analysis, Citespace, Translation, AVT*

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## MENGURUSKAN KETIDAKTENTUAN EKONOMI MENGGUNAKAN KOMUNIKASI PEMASARAN BERSEPADU

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**Abstrak:** *Pandemik COVID-19 yang melanda dunia pada 2019 telah menjejaskan ekonomi global dengan teruk sehingga mengakibatkan banyak perniagaan menggulung tikar dan ramai kehilangan pekerjaan. Ini telah mewujudkan ketidaktentuan ekonomi. Oleh itu, tujuan makalah ini adalah untuk meneroka peranan komunikasi pemasaran bersepadu semasa ketidaktentuan ekonomi. Tinjauan literatur menunjukkan bahawa komunikasi pemasaran bersepadu boleh digunakan sebagai instrumen strategik untuk pengurusan krisis. Kajian ini mendapati pengurusan krisis dan komunikasi pemasaran bersepadu berkongsi matlamat yang sama, termasuk mengurangkan risiko, mengurangkan ketidaktentuan dan mencapai objektif organisasi. Selain itu, komunikasi pemasaran bersepadu terbukti sebagai alat komunikasi yang berkesan dalam mengawal ketidaktentuan ekonomi, menekankan kepentingan mengekalkan usaha komunikasi pemasaran, seperti penjenamaan dan pengiklanan. Selain itu, pemasaran digital muncul sebagai saluran penting dalam komunikasi pemasaran bersepadu, membolehkan organisasi berkembang maju di tengah-tengah ketidaktentuan ekonomi.*

**Kata Kunci:** *Pengurusan Krisis, Komunikasi Pemasaran Bersepadu, Ketidaktentuan Ekonomi, COVID-19, Kajian Literatur*

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## EXPLORING CULTURAL IDENTITY AMONG THAI CHINESE- MAJOR STUDENTS: AN INVESTIGATION ON DIMENSIONS OF LANGUAGE, CULTURE, ETHNIC GROUP, AND VALUES

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**Abstract:** *Cultural identity plays a pivotal role in language learning by strengthening learners' bond with the language, cultivating cultural awareness, and encouraging intercultural competence. Previous research has predominantly focused on the cultural identity of Thai Chinese descent students, often taking a descriptive approach. However, there is a scarcity of studies examining the cultural identity of Thai Chinese-major students, and even fewer papers analyzing the dimensions of cultural identity. This study aims to provide insights into the cultural identity of Thai Chinese-major students by surveying 52 Thai students in a Chinese program at Udon Thani Rajabhat University. A cultural identity scale, encompassing four dimensions of language, culture, ethnic group, and values, was utilized in this research. The results indicate that the value dimension scored the highest among all dimensions, which could be attributed to Thailand's affiliation with the Confucian cultural sphere. The language dimension exhibited the most significant difference from other dimensions, suggesting that language may be a crucial factor influencing cultural identity. Additionally, there was no significant difference between the cultural and ethnic dimensions, and they displayed a high positive correlation, indicating that increasing cultural practices can enhance learners' ethnic identity, thereby promoting cultural identity.*

**Keywords:** *Cultural Identity, Chinese as a Foreign Language (CFL), Thai Chinese-major Students*

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## THE TRUTHS ABOUT TAUSUGS THROUGH THE LITERARY DEVICES IN TAUSUG CONTEMPORARY SONGS

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**Abstract:** *Philippines is a culturally and linguistically rich country. One of the major Muslim tribes in the Philippines is Tausug. The term Tausug does not only refer to the people, but also to their language, and culture (Velasco, 2015). From time immemorial, kalangan, Tausug translation for the word song/s, have been featured or showcased in seasonal festivities such as wedding ceremonies, enthronement, or even war. True enough, music runs in the veins of Tausug people and already occupies a significant part in their lives. This study was descriptive-analytic in nature that utilized qualitative approach in the analysis and interpretation of thirty-one (31) Tausug Contemporary Kalangan (Songs). Through Norman Fairclough's Critical Discourse Analysis (CDA), this study revealed and discussed the literary devices in the select kalangan. The findings revealed that there was a total of thirteen (13) literary devices evident as a textual practice in the select kalangan. Through the in-depth analysis of the literary devices – Symbolism, Leitmotif, Irony, Hyperbole, Metaphor, Rhetorical Questions, Simile, Metonymy, Objective Correlative, Allusion, Foreshadowing, Personification, and Repetition – found in the select kalangan revealed the themes such as love, adoration, heartbreak, oppression, manipulation, sorrow, dependence, power abuse of authority, Filial Piety, and strong Islamic faith. Through analyzing the literary devices in the Tausug songs, it has paved way to revealing truths about Tausug people and their culture.*

**Keywords:** *Tausug Songs, Critical Discourse Analysis, Literary Devices, Philippine Culture*

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## CABARAN DALAM PEMBENTUKAN KOMUNITI EPISTEMIK GOVERNANS ANGKASA LEPAS DI MALAYSIA SERTA SOLUSINYA

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**Abstract:** *Pembangunan komuniti epistemik tadbir urus atau governans angkasa lepas yang teguh di Malaysia adalah penting untuk mengemudi kerumitan sektor angkasa yang sedang berkembang. Hal ini kerana, kemajuan pesat teknologi angkasa dan pengkomersilan aktiviti angkasa yang semakin meningkat menekankan kepentingan mewujudkan mekanisme tadbir urus yang berkesan. Malaysia yang bercita-cita untuk menjadi pemain penting dalam sektor angkasa global, perlu menghadapi cabaran unik dalam membentuk komuniti epistemik yang berdedikasi untuk tadbir urus ruang angkasa. Penyelidikan ini menggunakan pendekatan kaedah kualitatif untuk menganalisis secara komprehensif cabaran dan penyelesaian yang berkaitan dengan pembentukan komuniti epistemik tadbir urus angkasa di Malaysia. Kaedah kualitatif yang dijalankan seperti ulasan literatur, temu bual pakar dan kajian kes, akan memberikan pandangan tentang keadaan semasa tadbir urus angkasa lepas di Malaysia dan mengenal pasti halangan utama. Objektif utama penyelidikan ini adalah untuk mengenal pasti dan menganalisis cabaran yang menghalang pembentukan komuniti epistemik tadbir urus angkasa di Malaysia. Penelitian terhadap aktor-aktor yang terlibat dalam membangunkan sektor angkasa negara seperti agensi kerajaan, sektor awam dan juga sektor pendidikan tertiar dilakukan bagi menilai ketersediaan kepakaran dan sumber dalam tadbir urus angkasa lepas Malaysia. Selain itu, penyelidikan ini bertujuan untuk mengariskan beberapa cadangan penyelesaian dan strategi untuk mengatasi cabaran ini dan memupuk pembentukan komuniti epistemik tadbir urus angkasa Malaysia yang lebih berdaya maju. Dengan memenuhi objektif ini, penyelidikan ini diharap boleh diambil tindakan kepada penggubal dasar, pihak berkepentingan, dan ahli akademik untuk memudahkan penubuhan komuniti epistemik tadbir urus angkasa yang berkesan di Malaysia, dengan itu memastikan penggunaan sumber angkasa yang mampan dan bertanggungjawab untuk pembangunan negara dan global.*

**Keywords:** *Tadbir Urus Angkasa Lepas, Komuniti Epistemik, Malaysia, Teknologi Angkasa, Governans Angkasa*

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## AN ISLAMIC GOVERNMENT PREVENTS ADMINISTRATIVE CORRUPTION: AN ANALYTICAL STUDY OF AN ISLAMIC POLITICAL DOCUMENT DATING BACK TO THE 3RD AH -9TH AD

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**Abstract:** *This study aims to analyze an ancient historical political document presenting a high standard ruling state with an advanced administrative system in the early Islamic history, dating back to the third century AH (the period of the Imam al-Salt bin Malik's rule in 237 AH/851 AD). The covenant was written by the Imam al Salt bin Malik who was elected by Ahlu al Hall wa al A'qd (the members of the Parliament). The reader can understand and be able to relate to some of the contents of this document, particularly the part concerned with the issue of governments' likely corruption. The scope of the paper is focused on the preventive commandments included in the covenant and are meant to protect the government and the public employees from committing administrative corruption. The study relied on both the historical approach, and the critical one. It is divided into two sections: the first section introduces the era of the Imam al- Salt bin Malik, and the second section analyses the preventive commandments included in the covenant in order to protect the Islamic government from administrative corruption. One of the most crucial findings of this study is that it reflects an advanced level of political maturity in the administrative and political practices of the early Islamic State compared with the contemporary standards of the prevailing government systems.*

**Keywords:** *Al-Salt bin Malik's Covenant, Administrative Corruption, Islamic Government, Islamic State*

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## INCORPORATING ENGLISH AS AN INTERNATIONAL LANGUAGE IN TEACHING MATERIALS: A CASE OF AN EAP COURSE IN VIETNAM

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**Abstract:** *The spread of English on a global language has resulted in the emergence of a new paradigm of English language teaching, English as an International Language (EIL), which switches the focus from native models to communicative effectiveness and the equal status of all varieties of English and cultures. In Vietnam, though the goal of communicative effectiveness in English language teaching (ELT) is acknowledged, EIL syllabus material design has been given little attention. This study aims to explore the perceptions of material developers regarding EIL incorporation in teaching materials and the actual extent of EIL integration in teaching materials of an English for academic course. The results show that there exists a mismatch between the material developers' appreciation of EIL incorporation and their modest practices of incorporating EIL in teaching materials. The research also indicated that while the material developers equally value international target culture, culture(s) of future interlocutor and local culture, the priority in material design was given to culture of native speakers. The opportunities to develop skills to communicate across the differences are also given credits in teaching materials, as perceived and practiced in the material design of the course. The research suggests a pedagogical implication towards further incorporation of EIL in language courses to university students and the role of material developers in resonating material design with actual communicative contexts.*

**Keywords:** *English as an International Language, Material Development, ELT*

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## ARE YOU A PHUBBER OR A PHUBBEE? AN ANALYSIS OF PHUBBING BEHAVIOR IN THE ERA OF SMARTPHONE

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**Abstract:** *Phubbing behaviour began to be seen all over the world since 2007 and it was largely due to the overuse of smartphones. Phubbing is a behaviour of snubbing the conversation with others to paying attention to smartphone. Phubbing subsequently becomes a normative feature of modern communication due to the little known about the determinants of such a behaviour. Although phubbing has become a growing area of interest in recent years, research on the behaviour of phubbing in Malaysia is still limited. The aim of this research is therefore to investigate the determinants namely, fear of missing out, nomophobia, self-control, and attitude towards smartphone use, that caused phubbing behaviour in Malaysia. Additionally, we used fear of missing out to predict Nomophobia and phubbing to predict perceived social norms. The results show that, except for self-control, other determinants which are fear of missing out, Nomophobia, and attitude were found to have a positive significant impact on phubbing behaviour. Besides, the level of fear of missing out had a significant positive effect on nomophobia, and phubbing was positively connected to perceived social norms*

**Keywords:** *Phubbing, Fear of Missing Out, Nomophobia, Self-control, Social Norms.*

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## DIGITAL TRUST: A CONCEPTUAL PAPER EXPLORING THE RELATIONSHIP BETWEEN ONLINE MEDIA CREDIBILITY, SELF- DETERMINATION, AND NON-COMMUNICABLE DISEASE PREVENTION AMONG YOUTH

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**Abstract:** *In the digital age, where information is available and quickly accessible, the credibility of online media is critical in affecting people's perceptions and behaviors, especially among the youth generation. This conceptual study investigates the complex interaction between online media credibility, self-determination, and noncommunicable disease (NCD) prevention in youth. Using theoretical frameworks from media psychology, health communication, and self-determination theory, this research investigates how the trustworthiness of online sources affects youths' trust in health-related information and subsequent engagement in NCD prevention practices. Furthermore, the function of self-determination, which includes autonomy, competence, and relatedness, is investigated in the context of youth decision-making processes involving health information consumption and preventative activities. This research explains how online media credibility and self-determination interact to influence youth's perceptions, attitudes, and behaviors linked to NCD prevention through a comprehensive analysis and synthesis of existing literature. Furthermore, the implications for future research and practical interventions targeted at increasing digital trust and encouraging healthy habits among youth are highlighted. This conceptual study helps to the creation of successful strategies for exploiting digital media to empower youth in the prevention of NCD and promote a digitally literate and health-conscious generation by strengthening our understanding of these complicated processes.*

**Keywords:** *Digital Trust, Online Media Credibility, Self-Determination, Non-Communicable Disease Prevention*

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## DIGITAL LEADERSHIP: PROBING THE RELATIONSHIP BETWEEN ACADEMIC BACKGROUND AND SERVICES EXPERIENCE FOR SCHOOL LEADERS IN UNDERPRIVILEGED SCHOOLS

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**Abstract:** *This study is geared towards conducting a thorough analysis of the disparities in digital leadership exhibited by the school leaders of the underprivileged schools, with a careful consideration of various demographic factors. In the swiftly evolving landscape of the digital age, the role played by digital leadership is of paramount importance when it comes to enhancing both the management processes and the learning experiences within educational institutions. Nonetheless, the extent to which demographic factors influence digital leadership remains largely unexplored, especially within the context of underprivileged schools in the State of Sabah. This study is determined to bridge this knowledge gap by delving into the variances in digital leadership among underprivileged school leaders, with a specific focus on demographic variables such as educational background and service experience, aligning with the aspirations of Malaysia Madani for fostering equality and justice within its educational system. The significance of digital leadership is continuously underscored in this era characterized by the rapid advancements in information technology. Employing a quantitative methodology, this study adopted a stratified random sampling technique to select a representative sample from the pool of underprivileged school leaders in the State of Sabah, ultimately garnering participation from a total of 168 respondents. The outcomes indicate a range of strengths and weaknesses of their digital leadership skills with a mix education background and service experiences. Using correlation analysis, there is a slight positive correlation is noticed between education background and digital leadership while a very weak correlation is identified between digital leadership competency and service experience. These findings contribute significantly to enhancing our comprehension of the correlation between demographic factors and the digital leadership practices embraced by school leders, thereby offering crucial insights for enhancing school management practices in the digital age, in harmony with the principles espoused by Malaysia Madani.*

**Keywords:** *Digital Leadership, Education Background, Service Experience, School Leaders, Underprivileged Schools*

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## ATTITUDE OF STUDENTS TOWARDS A SIMULATED JOB INTERVIEW: A CONTRIBUTION TO THE STUDY OF TASK-BASED LEARNING

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**Abstract:** *One of the most important goal of schooling is to prepare individuals cope with the demands of their future professions. To realize this goal, it is important that students are exposed to real life scenarios that will enable them to undergo and understand the different stages of life and the challenges that come with it. This study deals with students perception on simulated classroom activities. It aims to record and analyze the attitudes of the students towards the use of simulated job interview in their classrooms. This will uncover the effectiveness of this approach in a writing class to achieve a student-centered classroom. Findings show that applying simulations like the job interview can transform a typical classroom setting into a communicative, dynamic and interactive environment for second language learners.*

**Keywords:** *Task Based Learning, English Language Classroom, Teaching*

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## MULTILINGUALISM AND ENGLISH ORAL PERFORMANCE: THE CASE OF COLLEGE BOUND PROGRAM STUDENTS OF MSU MARAWI

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**Abstract:** *This study investigated the manifestations of multilingualism among students the majority of them were 19 years old, of Meranaw ethnicity, and from different municipalities of Lanao del Sur. This study used a quantitative-qualitative method. It involved 70 College Bound Program students who participated in an English-speaking activity to elicit from it their English oral performance. Using an adapted rubric by Tismo, their English oral performance was rated and from there the manifestations of their multilingualism were identified and interpreted. Results show that majority of the participants speak and understand 4-6 languages. Their languages include: Filipino, Meranaw, Maguindanao, Cebuano, Iranon, Illonggo, Surigaonon, Agusanon, Tausug, Waray, and Arabic. Findings reveal that, in Grammar and Fluency, their multilingualism nature is manifested in their repetition of words and phrases, unnecessary pauses, use of lexical and non-lexical fillers, lapses in the subject-verb agreement rules and verb tenses, incorrect usage of prepositions, and fondness in the use of 'in.' In Pronunciation, their multilingual nature is manifested in their awareness of the English speech sounds and the ability to produce them with some consistency. In Vocabulary, their multilingualism is manifested in their use of incorrect words, inappropriateness of word choice, substitution of Filipino and other local terms for English words, code-switching, and the language they resort to when they code-switch. In Intonation, their multilingualism is manifested in their irregular intonation, lack of intonation pattern, and the ability to control and vary their intonation. In Content, their multilingualism is manifested in their ability to perform the speaking tasks of description and direction-giving, and to organize ideas. The multilingual nature of the participants is manifested in an obvious, strong, and specific manner. Language teachers must expand their orientation to communication and teaching to accommodate multilingual communication.*

**Keywords:** *Multilingualism, Manifestations, English Oral Performance, Grammar and Fluency, Pronunciation, Vocabulary, Intonation*

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## ANALISIS KESAHAN DAN KEBOLEHPERCAYAAN INSTRUMEN NORMA BEKERJA DARI RUMAH

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**Abstract:** Artikel ini membincangkan analisis kesahan dan kebolehpercayaan instrumen soal selidik yang menilai persepsi penjawat awam berkaitan norma bekerja dari rumah. Instrumen kajian ini dinamakan Instrumen Norma Bekerja dari Rumah yang telah diadaptasi daripada Instrumen Bekerja Dari Rumah Cabaran COVID-19 (WFHI-CvdC; Siti Sarawati Johar, 2021). Pengubahsuaian dilakukan daripada penilaian persepsi bekerja dari rumah semasa era pandemik COVID-19 kepada era pasca pandemik COVID-19. Kesahan dan kebolehpercayaan telah dilakukan ke atas instrumen yang dibina bagi memastikan konstruktif dan indikator setiap item dalam instrumen ini bersesuaian dengan situasi responden. Instrumen ini telah dinilai oleh tiga orang pakar dalam penyelidikan sebelum diedarkan kepada responden kajian semasa kajian rintis. Kajian rintis melibatkan 30 orang penjawat awam di sebuah badan berkanun yang terdiri daripada staf akademik dan staf bukan akademik dari beberapa kategori gred gaji. Instrumen kajian kemudiannya diuji dengan menggunakan Program Statistical Package for Social Science (SPSS) versi 26.0. Analisis ujian kebolehpercayaan yang dilakukan menunjukkan nilai Pekali Kebolehpercayaan Alpha Cronbach bagi keseluruhan item dalam instrumen ini adalah .743, manakala jumlah KMO pula adalah .819. Ini menunjukkan bahawa instrumen yang digunakan dalam kajian ini mempunyai nilai kebolehpercayaan yang tinggi dan kesemua item dalam soal selidik kajian ini sesuai digunakan untuk menilai persepsi bekerja dari rumah dalam kalangan penjawat awam di sebuah badan berkanun di Malaysia.

**Keywords:** Kesahan, Kebolehpercayaan, Instrumen, Bekerja, Rumah

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## THE EFFECTIVENESS OF GIS MOBILITY BASED PATTERN RECOGNITION APPROACH IN COVID19 INFECTION AMONG SABAH LOCAL COMMUNITY

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**Abstract:** *COVID19's medicine is yet undiscovered. Nevertheless, spread prevention are consider greater alternative to secure human life. This research study aims to apply GIS-based mobile in determine the pattern of people movement among Sabah local community. Secondary data of COVID19 are obtained from Ministry of Health, Malaysia, and GIS-based map from Google Earth Desktop. ArcGIS Version 10 software is applied to carry out descriptive and buffering analysis. The result indicates continuous increase in numbers of patients due to COVID19 in year 2021. Buffering analysis shows 5 metre for people who consider having medical condition or older people, while 1 metre for people that are not having any medical condition or not older people. Overlapping buffering will develop alert and notification to both users of GIS mobility-based Apps. In conclusion, this technology using 'Live Tracking System' Apps could enhance the quality of human life by alert and notify the surrounding condition whenever staying outside of the house. Although scientists and researchers are working so hard to develop the medicine, human are also having responsible to stop and prevent the COVID19 from being continuously spreading within human being.*

**Keywords:** *GIS-Mobility; Buffering; Live Tracking System; Prevention; Human Life Introduction*

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## INTERPRET DRONE TECHNOLOGIES AS AN OUTDOOR LEARNING ACTIVITIES FOR GEOGRAPHICAL SCIENCE EDUCATION: STEM PEDAGOGIES

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**Abstract:** *Considered Science, Technology, Engineering and Mathematics (STEM) are essentially required to sustain the educational quality in a great modernisation today. In part to modern days, it does look like drones begin highly demand due to its capability in enhance human quality life and supported by major scientific studies, thus, drone's curriculum should be insert in the school environment, especially in the pedagogical environment. Therefore, this research study aims to determine the implementation of drone's technology through outdoor activities in Geographical Science syllabus of STEM curriculum based secondary school. The study applied quantitative approach using pre-and-post-test on a targeted of 30 respondents from a secondary high school student in Sabah. The data will be collected in two ways, namely: (a) pre-and-post-test examination, as well as (b) observation and video recording during outdoor learning activities are carry out. The respondents are divided into three categories with each ten students, varies from Category A: Students with excellent classes; Category B: Students with moderate classes; and Category C: Students with weak classes. The result indicates pre-test of Category A are doing great, except for Category B and C. After the program took place, however, the result of post-test show Category A and B are excellent, and majority respondents in Category C are pass the test. Only minority respondents are requiring to repeat the test, with the reason of did not understand the questions and lacking time in answering all the questions. In conclusion, practically based outdoor activities rather than theoretical study in class would enhance and improve the understanding of the students. Only this alternative, the STEM curriculum with drone's curriculum implement through pedagogical education would be the only chance to improve the national education in overall.*

**Keywords:** *Drones, STEM, Pedagogical Education, Geographical Science*

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## TUNING THE MORPHOLOGY OF METAL OXIDES USING DISSOLVED CELLULOSE FOR CATALYTIC DEGRADATION OF 4- NITROPHENOL AND THEIR ANTIBACTERIAL ACTIVITY

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**Abstract:** *Due to their unique properties, metal oxide nanoparticles (NP) such as CuO and ZnO have promising usage in catalysis applications. The morphology of NP, which includes their size, shape, and orientation, is often a crucial factor in determining their catalytic efficiency. In this study, CuO and ZnO morphologies were tuned using dissolved cellulose derived from bamboo biomass. The results demonstrated that dissolved cellulose induced a morphological shift in ZnO from nanorods to agglomerated form using the simple wet chemical precipitation method. In the case of CuO, the morphology changed from irregular cubic to nanoflakes. CuO produced with cellulose demonstrated improved catalytic activity for the degradation of 4-nitrophenol (4-NP). The metal oxide NPs produced with cellulose also showed enhanced specific surface area and crystallite size, as well as a smaller bandgap. Due to their nanorod form, the ZnO nanorods produced without the inclusion of cellulose displayed enhanced catalytic and antibacterial activities. As a result of our findings, cellulose can be employed as a modifier to tune the morphology of metal oxide NP.*

**Keywords:** *CuO, ZnO, Morphology, Catalyst, 4-Nitrophenol, Antibacterial*

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## STRUCTURAL AND DIELECTRIC PROPERTIES OF BISMUTH DOPED LMNO CERAMIC

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**Abstract:** *In this paper,  $\text{La}_{0.90}\text{Bi}_{0.10}\text{Mn}_{0.90}\text{Ni}_{0.10}\text{O}_3$  was fabricated using the conventional solid-state method by sintering at 1200 °C for 12 hours. X-ray diffraction shows  $\text{La}_{0.90}\text{Bi}_{0.10}\text{Mn}_{0.90}\text{Ni}_{0.10}\text{O}_3$  has an orthorhombic  $Pnma$  structure with lattice parameter of  $a = 5.85 \text{ \AA}$ ,  $b = 5.61 \text{ \AA}$ ,  $c = 7.79 \text{ \AA}$ . SEM photographs shows presence of grains with few voids. Magnetic properties of the sample has shown values of coercivity,  $H_c = 16.30 \text{ G}$ , saturated magnetization,  $M_s = 2.09 \text{ emu/g}$  and retentivity,  $M_r = 3.36 \times 10^3 \text{ emu/g}$ . The dielectric permittivity and dielectric loss are both frequency and temperature dependent in the range of 0.01 Hz – 100 kHz, from room temperature to 473 K. The dielectric loss tangent of the compound was determined resulting in the range of 0.5 to 1.75. Impedance and admittance Cole-Cole plot of the composite shows a single semicircle attributed to the bulk properties of the grains. The dielectric properties were investigated in detail using the universal capacitor response function. Modeling analysis indicates the electron motions are highly correlated in both inter and intra-clusters. The activation energy obtained from the conductivity of the samples has a value of 0.0918 eV which is in the range of charge carrier hopping process between  $\text{Mn}^{3+}$  and  $\text{Mn}^{4+}$ .*

**Keywords:** *LBMNO, Solid-State Reaction, Dielectric, Circuit Model, Magnetic*

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