

**HUMANITIES, SOCIETY AND
TOURISM INTERNATIONAL
CONFERENCE 2018 (HUSTINC 2018)**

PROGRAMME BOOK AND ABSTRACTS

**DATE:
26-27 OCTOBER 2018**

**VENUE:
UCSI HOTEL, KUCHING, SARAWAK**

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FOREWORD BY THE DEAN

It gives me great pleasure to extend my warmest welcome to presenters and participants at the Humanities, Society and Tourism International Conference (HUSTINC) 2018, which is organized by the School of Humanities, Universiti Sains Malaysia.

In this conference, we managed to bring together academics and researchers from around Malaysia to deliberate and debate important questions in the humanities. The humanities is a diverse discipline, and HUSTINC has a focus on society and tourism. The focus inspires studies about how society and tourism influence one another, which has the potential to stimulate economic and social change and importantly, develop sustainability. Sustainability is of growing importance in society and tourism, and research should consider how sustainability can be inculcated in various practices. The papers presented during this conference demonstrate the contribution of the humanities to bring about substantial improvement in human lives through the practice of sustainability.

HUSTINC provides participants a chance to exchange ideas about the latest research and to extend their network. I hope that HUSTINC can become a platform for future research and linkages among participants.

I would like to thank the Sarawak Convention Bureau for their generous encouragement. I also congratulate the Committee for their contribution during the past year to make HUSTINC a success. Lastly, I extend my best wishes to everyone at the conference, and hope that you will have a fruitful conference and a pleasant experience in Kuching, Sarawak.

PROFESSOR DR. NARIMAH SAMAT

Dean

School of Humanities

WELCOME REMARKS BY THE CHAIRMAN

The Humanities, Society and Tourism International Conference 2018 (HUSTINC 2018) will be held in October 2018 in Kuching, Sarawak, with the support of the Sarawak State Government.

The organization of the conference is shared between the School of Humanities, Universiti Sains Malaysia and Sarawak Convention Bureau. With two keynote speeches and 32 oral presentation from over 46 participants from three countries, the success of the conference is attributed foremost to the quality and scope of the papers presented with the latest trends in humanities, society and tourism.

Topics are presented in 12 general and special scopes covering all aspects of the development and advancement in humanities, society and tourism. The special focus of the conference is on tourism. The keynote speakers enriched the conference with their presentations covering this special theme. Without the generous support provided by the School of Humanities and Sarawak Convention Bureau, this conference would not have been possible at this scale.

Many members of the organizing team worked very hard to turn our initial visions for this conference into reality, with special thanks going to the organizing committee members for their dedication before and after this special event. Additionally, I would like to warmly thank all the authors who, with their presentations generously contributed to the lively exchange of scientific information that is so vital to the endurance of this conference.

Thank you.

PROFESSOR DATO' DR. SOHAIMI ABDUL AZIZ
Chairman
HUSTINC 2018

ORGANISING COMMITTEE

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Dean, School of Humanities

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Senior Lecturer, Philosophy and Civilisation Section, School of Humanities

PROGRAMME

HARI 1 / DAY 1 26 OKTOBER 2018 (JUMAAT / FRIDAY)	0730 - 0830	Pendaftaran / <i>Registration</i>
	0830 - 0840	Ballroom Majlis Pembukaan Persidangan / Conference Opening Ceremony
	0840 - 0930	Ucap Tama 1 / Keynote Speech 1 Prof. Dr. Ahmad Puad Mat Som (Universiti Sultan Zainal Abidin) The Growth of Muslim Friendly Tourism in Southeast Asia: Lessons Learned from Malaysia - Pengerusi / <i>Chairperson</i>: Dr. Tan Chee Seng
	0930 - 1000	Kudapan / <i>Refreshment</i>
	1000 - 1200	Sesi Selari 1 / Parallel Session 1 Bilik 1 / <i>Room 1</i> Tema: Sastera 1/ <i>Theme: Literature 1</i> Pengerusi Sesi / <i>Session Chairperson</i> : Dr. Chong Seng Tong - Dr. Saravanan P. Veeramuthu Motif dan Motivasi Watak dalam Novel Terorisme - Dr. Chong Seng Tong, Dr. Ng Yu Jin & Ahmad Zufrie Abdul Rahman Issues of Nationhood in the Works of Ridzwan Othman - Dr. Halimah Mohamed Ali Membaca Novel Karya Harun Aminurrashid, Panglima Awang Sebagai Sebuah Wacana Nasionalistik Dan Wacana Patriotik Pasca-Kolonialisme Mengenai Seorang Hamba Melayu - Magesawari Deverraju & Dr. Kartheiges Ponniah Service Ethics in Periya Puranam

		Bilik 2 / <i>Room 2</i> Tema: Pelancongan / <i>Theme: Tourism</i> Pengerusi Sesi / <i>Session Chairperson</i>: Hashim Fadzil Ariffin - Farah Atiqah Mohamad Noor A Malaysian Rural Community's Perception of Slow Tourism: The Case of Arau, Perlis - Dr. Idris Mansor & Nur Syafiqah Md Thair Strategi Pemindahan Elemen Verbal Teks Pelancongan Malaysia dalam Terjemahan Bahasa Arab - Hashim Fadzil Ariffin, Anderson Ngelambong, Raja Puteri Saadiah Raja Abdullah, Zurinawati Mohi, Norliana Hashim & Wan Hayati Wan Bujang Factors Affecting Female Chefs Job Retention in Malaysian Hospitality Industry: A Structural Equation Modeling Approach Bilik 3 / <i>Room 3</i> Tema: Sastera 2 / <i>Theme: Literature 2</i> Pengerusi Sesi / <i>Session Chairperson</i>: Joanna Janet A/P Joseph - Dr. Rosnidar Ain Darah dan Sejarah: Peranan Media dalam Mempromosikan Daerah Baling - Joanna Janet A/P Joseph Analisis Penggunaan Kata Pinjaman Bahasa Tamil dan Bahasa Sanskrit dalam Kumpulan Cerpen Gemerlapan Karya-karya Saroja Theavy Balakrishnan - Najiyyah binte Mohamed Said, Nurhidayah binte Ashari & Siti Fadiah binte Ramdan Penggunaan Teknik Drama dalam Penulisan Karangan Bergambar
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		Mohammad Fitry Ariff, Ahmad Zulkefley & Prof. Dato' Dr. Sohaimi, Abdul Aziz Pendekatan Video dalam Kritikan Sastera: Satu Kajian Puisi Video "Aku"
	1200-1330	Merarau / <i>Lunch & Rehat / Break</i>
	1330-1500	Sesi Selari 2 / Parallel Session 2
		Bilik 1 / <i>Room 1</i> Tema: Bahasa / <i>Theme: Language</i> Pengerusi Sesi / <i>Session Chairperson</i>: Dr. Manonmani Devi A/P M.A.R Annamalai - Parameswary A/P Sangkaran & Dr. Manomani Devi A/P M.A.R. Annamalai A Study of Medical References Found in Tamil Proverbs - Dr. Manonmani Devi A/P M.A.R. Annamalai & Bavani A/P Arumugam @ Seiyalu Effectiveness of I-Think Mind Map in Form Four Tamil Grammar Teaching and Learning - Thanalachime Perumal, Malarvizhi Sinayah & Elantamil Maruthai Penggunaan Bahasa Slanga Dalam Kalangan Mahasiswa India - Prof. Dr. Noriah Mohamed Kekhususan Ciri dan Leksikal Ragam Bahasa di Ruang Facebook: Dialek Sosial Atau Slanga?
		Bilik 2 / <i>Room 2</i> Tema: Pengurusan & Pelancongan / <i>Theme: Management & Tourism</i> Pengerusi Sesi / <i>Session Chairperson</i>: Assoc. Prof. Dr. Nor Hafizah Selamat Anderson Ngelambong, Hashim Fadzil, Ariffin Yaziz Kasim, Irina Mohd Akhir & Amirul Hakim Zulkifli Psychological Empowerment from An Online Brand Community Perspective: A Second-Order Construct Validity Assessment

		- Farah Syazwani Hayrol Aziz & Assoc. Prof. Dr. Nor Hafizah Selamat An Anthropological Study of Staging “Malay Hospitality” Among Women’s Homestay Operators on Penang Island - Anderson Ngelambong, Silverina Kibat, Maznah Wan Omar, Norfezah Md Nor & Dayang Sandrawati Abang Josmani To Be or Not to Be in Online Brand Community: Social Exchange Theory Perspective - Muhammad Naveed Jabbar, Dr. Fauzi Hussin, Khalid Javeed Assi & Mehmood Ul Hassan Effect of Administrative Practices on Job Performance: An Empirical Study Among Public University Employees in Pakistan
		Bilik 3 / Room 3 Tema: Terjemahan / Theme: Translation Pengerusi Sesi / Session Chairperson: Dr. Wan Rose Eliza Abdul Rahman - Dr. Anis Shahirah Abdul Sukur The Translation of Printed Advertisements from A Functional Perspective - Wan Abdul Hayyi Wan Omar & Dr. Idris Mansor Penterjemahan Leksikal dalam Teks Sejarah Islam ke dalam Bahasa Melayu - Azman Ariffin & Dr. Idris Mansor Pendekatan Abdullah Basmeih Dalam Menterjemah Elemen Elepsis Kata Sifat dalam Al-Qur’an ke dalam Bahasa Melayu - Dr. Wan Rose Eliza Abdul Rahman Terjemahan Mesin Lawan Terjemahan Manusia: Kekuatan dan Kelemahan

	1500 –1630	Sesi Selari 3 / <i>Parallel Session 3</i> Bilik 1 / <i>Room 1</i> Tema: Geografi / <i>Theme: Geography 1</i> Pengerusi Sesi / <i>Session Chairperson</i>: Dr. Nor-Ina Kanyo - Noor Azzah Said, Sharifah Nurlaili Farhana Syed Azhar, Dr. Suzyrman Sibly, Azlan Amran & Norsyazana Ahmad Zamree Hospitals Disaster Preparedness Assessment: A Case Study in the East Coast Malaysia - Norhidayati Nadiha Mukri, Dr. Radieah Mohd Nor & Prof. Dr. Narimah Samat Pelaksanaan dan Cabaran Pembasmian Kemiskinan Melalui Program Keusahawanan Sosial: Kes Azam Niaga di Pulau Pinang - Noor Azzah Said, Dr. Suzyrman Sibly & Azlan Amran Conceptualizing Disaster Preparedness Through Institutional Isomorphism Among Malaysian Hospitals: The Moderating Role of Hospital Size - Norcikeyonn Samuni, Dr. Nor-Ina Kanyo, Ahmad Tarmizi Abdul Rahman & Siti An-Nur Arsyi Lajimin Keberkesanan Pelaksanaan Konsep Bandar Selamat di Zon <i>Black Spot</i> Pasca Program Pemutihan Bilik 2 / <i>Room 2</i> Tema: Wanita, Budaya & Pendidikan / <i>Theme: Women, Culture & Education</i> Pengerusi Sesi / <i>Session Chairperson</i>: Anis-Farahwahida Mohd Karim - Anis-Farahwahida Mohd Karim & Nurul Atiqah Ab Raji A Paradox of Gender Equality in Malaysia
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		• Dr. Mohd Nasir Che Mohd Yusoff, Norlyiana Samsuri Cultural-Emotional Expression of Nonmalay Towards the Malay Tradition Symbolism • M.H. Norhidayah, T. Elyas, W.S.W.A. Najmuddin & H.Y. Ahmad Mubahideen Factors Influencing the Choice Courses in Higher Academic Institutions: A Review • Dr. Ng Yu Jin, Dr. Chong Seng Tong, Sivadass Thiruchelvam & Azrul Ghazali, Norhayati Mat Development of a Framework for Harvesting Information Technology (IT) Education Word List for Malaysian Higher Education
		Bilik 3 / Room 3 Tema: Ekonomi / Theme: Economy Pengerusi Sesi / Session Chairperson: Dr. Radieah Mohd Nor • Lim Chee Ann & Dr. Ku Azam Tuan Lonik Developing Competitiveness Index Among the States in Malaysia • Noor Syafinas Muda & Dr. Ku Azam Tuan Lonik Empowering Poor Women Through a Microcredit Scheme: The Case of Amanah Ikhtiar • Dr. Radieah Mohd Nor Perlaburan Saham: Prospek dan Cabaran sebagai Pendapatan Pasif dalam Kalangan Belia Bumiputera • Ziyad Rafiqi, Mohammad Asri & Dr. Radieah Mohd Nor Pengurusan Kewangan: Ke Arah Meningkatkan Milikan Kekayaan Golongan Isi Rumah Berpendapatan Rendah (B40) Malaysia
	1630-1700	Pertunjukan Kebudayaan / Cultural Show Minum Petang / Tea Break

HARI 2 / DAY 2 27 OKTOBER 2018 (SABTU / SATURDAY)	0830 - 0930	Ballroom • Ucap Tama 2 / Keynote Speech 2 Prof. Dato' Dr. Sohaimi Abdul Aziz (Universiti Sains Malaysia) Cultural Tourism in Malaysia: The Potential of Narrative Tourism in Pulau Pangkor and Santubong • Pengerusi / Chairperson: Dr. Idris Mansor
	0930 - 1000	Kudapan / Refreshment
	1000 - 1130	Sesi Selari 4 / Parallel Session 4 Bilik 1 / Room 1 Tema: Geografi 2 / Theme: Geography 2 Pengerusi Sesi / Session Chairperson: Siti An-Nur Arsyi Lajimin • Siti An-Nur Arsyi Lajimin & Dr. Nor-Ina Kanyo Keselamatan Wanita terhadap Pelakuan Jenayah dalam Ruang Awam Bandar: Satu Tinjauan Program Bandar Selamat Di Bandaraya Kota Kinabalu, Sabah • Dr. Nor-Ina Kanyo, Ahmad Tarmizi Abdul Rahman, Siti An-Nur Arsyi Lajimin & Norcikeyonn Samuni Kesesuaian Pelaksanaan Konsep Bandar Selamat Di Kawasan Hotspot Jenayah: Satu Tinjauan • Siti Nor Ain Mayan, Dr. Radieah Mohd Nor & Prof. Dr. Narimah Samat Golongan B40 Bandar di Selangor: Cabaran dan Rintangan Untuk Keluar daripada Belenggu Kemiskinan • Dr. Azimah Abd Rahman, Assoc. Prof. Dr. Tarmiji Masron & Aimi Shahirah Mohd Nazri Land Use Effect on Milky Stork Habitat Selection in Matang Forest Reserve, Perak

		Bilik 2 / Room 2 Tema: Sastera 3/ Theme: Literature 3 Pengerusi Sesi / Session Chairperson: Dr. Wan Hasmah Wan Teh - Nor Atikah Zaki & Prof. Madya Dr. Siti Hajar Che Man Revolusi Pendidikan Kanak-Kanak Melalui Karya Kesusasteraan - Nurul Syazwani Mohd Dahalan & Dr. Wan Hasmah Wan Teh Pertembungan Nilai Desa Dan Kota Dalam Komik Budak Kampung Dan Mat Som - Dr. Ang Leng Hong A Corpus-Driven Method to Establish a Phraseological Profile of Journal Articles - Dr. Wan Hasmah Wan Teh & Prof. Dato' Seri Md. Salleh Yaapar Penjajah yang Kalah: Bacaan Pascakolonial terhadap Filem Adaptasi "Hanyut" Bilik 3 / Room 3 Tema: Sejarah & Falsafah / Theme: History & Philosophy Pengerusi Sesi / Session Chairperson: Syamala Nair Gopal - Syamala Nair Gopal & Prof. Datin Dr. Mahani Musa History of Indian Women: Migration Socioeconomic Status and Radical Movement in Malaya, 1900-1950 - Dr. Tan Chee Seng Who is Actually Wu Tiecheng (1888-1953) of Republican China: A 67 Review on Literature of Wu Tiecheng - Dr. Mohd Syahmir Alias Analisis Filem Inception (2010) Berdasarkan Pemikiran Al-Ghazali Berkenaan Mimpi
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		• Dr. Mohammad Amir Wan Harun & Khairudin Shaary Amalan Rukhsah dalam Pemakanan Menurut Al-Qaradhawi dalam <i>Al-Halal Wa Al-Haram Fi Al-Islam</i>
	1130 - 1200	Ballroom • Majlis Penutup / <i>Closing Ceremony</i>
	1200 - 1300	Merarau / <i>Lunch</i>
	1300 - 2200	• <i>Cultural Village</i> • <i>Waterfront</i> • <i>Free and Easy</i>

ABSTRACTS

**THE GROWTH OF MUSLIM FRIENDLY TOURISM IN SOUTHEAST ASIA: LESSONS
LEARNED FROM MALAYSIA**

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The growth of the Muslim population, which is expected to exceed a quarter of the world's population by 2030, and their increasing disposable incomes have resulted in a large number of Muslims taking up travel for leisure, business, healthcare and religious purposes. In the past, the profile of the Muslim travelers has often been over-simplified. Outbound Muslim travel was primarily focused on a few specific destinations while other destinations did not possess an adequate understanding of the requirements of Muslim travelers. The behavior and the profile of Muslim travelers, however, have changed over the last two decades. They are increasingly looking at destinations with high levels of services which take into account their unique needs. They are also looking at destinations which are safe for Muslims, as both real and perceived safety have become a high priority. Given this vast market and growth potential, Malaysia has positioned itself as one of the main destinations for Muslim tourists globally, and the country has topped the Global Muslim Travel Index, a premier index to monitor the overall performance of the Muslim travel market throughout the year. Many lessons can be learned from Malaysia's experience including the availability of halal certified food outlets and prayer facilities nationwide, political stability of the country, its warm hospitality, and the government's commitment to giving priority to the Muslim market.

Keywords: muslim friendly tourism, Malaysia

**CULTURAL TOURISM IN MALAYSIA: THE POTENTIAL OF NARRATIVE TOURISM IN
PULAU PANGKOR AND SANTUBONG**

PROF. DATO' DR. SOHAIMI ABDUL AZIZ

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Today's tourism is complex and diverse. It is a huge phenomenon that need to be studied to understand the development of various kinds of tourism. Tourism becomes a competitive business between countries around the globe. Malaysia as other countries is rapidly organizing and developing new potential resources for tourism especially cultural tourism. In Malaysia, there are many tourist destinations with various types of tourism. Generally, study on the Malaysian tourism literature shows that, the aspect of physical, economic, social dan cultural of the tourist destinations become the focus of the researchers. Nevertheless, narrative tourism has been neglected. Narrative tourism has the potential to engage tourist to visit and revisit the destinations. Tourist experiences are often profound and help to shape the perceptions of the places they visit. Memories of the narratives become part of lived experiences to share with others. Experiences of listening to stories achieve iconic status in everyday lives and are communicated to potential tourists. By using two interrelated, this paper will examine two tourist destinations which are believed to have potentials to engage the tourists in the narrative tourism. The two tourist destinations places are; Pulau Pangkor in Perak, and Santubong in Sarawak, Malaysia. The result of this research reveals that there are binding elements that make the story, storytelling, and places as an integral part of narrative tourism that can provide tourists with potential narrative experience.

Keywords: cultural tourism; narrative tourism; tourist experience

MOTIF DAN MOTIVASI WATAK DALAM NOVEL TERORISME

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Elemen watak dan perwatakan dalam karya kreatif penting untuk kita menghayatinya dan menjadi nadi kepada sesebuah karya fiksi. Wardlaw (1989), berpendapat salah satu soalan yang sering diajukan tentang terorisme ialah soalan tentang faktor yang menarik seseorang itu terlibat dalam kegiatan terorisme. Objektif kajian ini adalah untuk meneroka motif dan motivasi yang mendorong watak-watak terlibat dalam kegiatan terorisme. Motivasi ini penting untuk diteliti kerana menurut Weinstein (2014: p. 3) 'it gives power to behaviour, generate, increase task and management, and direct action to achieve certain ends and/or goals'. Penerokaan ini akan menggunakan pendekatan perbandingan antara dua buah novel yang membicarakan isu terorisme. Tumpuan akan menjurus kepada penelitan faktor-faktor yang telah mendorong dua watak utama dalam novel-novel tersebut terlibat dalam kegiatan terorisme. Data yang akan digunakan ialah novel *Gerila* karya Lukman Iskandar, yakni novel yang menceritakan perjuangan masyarakat Patani dan novel *Gorila* karya Shobasakti yang membicarakan perjuangan masyarakat Tamil Eelam di Sri Lanka. Kerangka analisis kajian ini akan menggunakan teori Motivasi Maslow yang diambil dari buku *Motivation and Personality* (1970: p. 35-46). Terdapat lima keperluan mengikut hierarki yakni keperluan fisiologi, keperluan keselamatan, keperluan sosial, keperluan penghargaan sendiri dan keperluan aktualisasi diri. Watak utama dalam dua buah novel ini, Razman dan Rocky Raj akan digunakan sebagai sampel untuk melihat motivasi yang mendorong mereka untuk terlibat dalam kegiatan terorisme.

ISSUES OF NATIONHOOD IN THE WORKS OF RIDZWAN OTHMAN

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Ridzwan Othman is a minor Malaysian author who writes sporadically. His works include fictions and non-fictions. Malaysian literary scenario portrays more minor authors who contribute to the development of Malaysian literature in English. The rationale of analyzing works by minor writer is due to the fact that minor authors are singular and unique in their worldview and this can add luster to the diversity of Malaysian literature in English. In this paper, we analyze a piece of story by Ridzwan Othman. This story focuses on the conversation between a mixed marriage couples who is planning for a honeymoon. The theoretical framework for analyzing this narrative is Homi Bhabha's nationhood and the location of culture (1994). The analysis shows that the nation might be postcolonial in the eyes of the modernists, but the impact of imperialism is still in oscillations. The construal of nationhood is constructed in the cognition of the Malaysians.

Keywords: Ridzwan Othman, nationhood, Malaysian literature in English, culture

**MEMBACA NOVEL KARYA HARUN AMINURRASHID, PANGLIMA AWANG SEBAGAI
SEBUAH WACANA NASIONALISTIK DAN WACANA PATRIOTIK PASCA-
KOLONIALISME MENGENAI SEORANG HAMBA MELAYU**

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Panglima Awang (2011) [1958] ditulis oleh Harun Aminurrashid untuk meraikan Kemerdekaan Persekutuan Tanah Melayu. Ia adalah sebuah buku yang meraikan kemerdekaan dan mendidik pembacanya mengenai konsep nasionalisme dan patriotisme. Esei ini akan membincangkan konsep nasionalisme yang terdapat dalam buku ini dan idea-idea patriotik yang ada didalamnya. Novel ini ditempatkan semasa serangan Portugis ke Melaka dan kolonialisme "negara" itu. Panglima Awang adalah perjalanan seorang lelaki Muslim Melayu mengelilingi dunia dengan Ferdinand Magellan. Ia bukan sahaja merupakan sebuah pengembaraan fizikal tetapi juga suatu pengembaraan rohaniah kerana dia terpaksa mengorbankan agama dan nilai-nilai keMelayuannya disebabkan kerana penjajahan dan perhambaan. Esei ini akan menganalisis bagaimana cara Panglima Awang melawan penjajahan fikiran, agama dan kebudayaan yang dipakasakan keatasnya oleh orang Portugis. Teori-teori Edward Said's Orientalism (1978) dan Franz Fanon's Wretched of the Earth (1961) akan digunakan untuk membaca teks ini sebagai teks pasca-kolonial.

Kata kunci: Panglima Awang, nasionalis, patriotik, pasca-kolonial, Portuguese

SERVICE ETHICS IN PERIYA PURANAM

MAGESAWARI DEVERRAJU
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The twelve holy books of 'thirumurai' symbolise the shaivism. From these twelve books Sekhizhaar wrote what is considered the greatest book of all which is 'Periya Puranam'. This 'Periya Puranam' speaks about the history of shivam worshippers who lived in Tamil Nadu. It tells the level of devotion and services done by the 63 'Nayanmars'. Service is what is done voluntarily and selflessly to help others. Service to fellow human being is considered equal to service to God. 'Nayanmars' considered this service as their service to God. They valued this as their service to religion as well to the society. Eventhough they had to overcome many obstacles and difficulties they did not allow themselves to be distracted from their main focus or objective in life. This selfless act of service is what gave them happiness and peacefulness on earth and hereafter.

Keywords: Periya Puranam, service, shivam worshippers

**A MALAYSIAN RURAL COMMUNITY'S PERCEPTION OF SLOW TOURISM: THE CASE
OF ARAU, PERLIS**

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Slow tourism is considered as a type of tourism that encourages socioeconomic benefits for its participating local community. This qualitative empirical paper attempts to identify the notion of rurality in slow tourism through the perception of a rural community in Perlis, Malaysia. The existing body of knowledge is comprised of slow tourism as an alternative to mass tourism, definitions and categories of slow tourists, and other related studies in the field. While slow tourism can be pursued in an urban or rural environment, the choice to study the perception of slow tourism in a rural landscape will serve as a contributing factor towards the shift of tourism growth to rural destinations. Face to face interviews were conducted with a local community in Arau, Perlis, after employing the snowball sampling method. The rural lifestyle, agricultural connection, green living and economic contribution are the new constructs of slow tourism identified in this study. However, the result also shows a realisation that slow tourism is not often perceived to be a positive type of tourism by the local community in Arau. Future research can be conducted to contextualize the perception of local stakeholders regarding slow tourism in rural areas.

Keywords: slow tourism, rural, perception, community, Malaysia

**STRATEGI PEMINDAHAN ELEMEN VERBAL TEKS PELANCONGAN MALAYSIA
DALAM TERJEMAHAN BAHASA ARAB**

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Elemen verbal merupakan salah satu elemen terpenting dalam teks pelancongan kerana elemen ini membantu pembaca mendapat maklumat berkaitan destinasi pelancongan serta mewujudkan kemesraan antara pembaca dengan destinasi. Kajian ini bertujuan mengenal pasti strategi penterjemahan elemen verbal yang terkandung dalam teks pelancongan Malaysia terpilih ke dalam bahasa Arab. Dua kerangka teori yang dimanfaatkan untuk menganalisis data termasuklah model 'Teknik Bahasa Pelancongan' yang diperkenalkan oleh Graham M. S. Dann (1996) dan 'Strategi Pemindahan Teks Pelancongan' yang dikemukakan oleh Patrizia Pierini (2007). Dapatan kajian menunjukkan bahawa strategi terjemahan penuh dan strategi pengubahsuaian lebih banyak digunakan berbanding strategi terjemahan separa atau ringkasan dalam memindahkan teknik verbal ke dalam teks sasaran.

Kata kunci: terjemahan, bahasa Arab, teks pelancongan, teknik verbal, strategi pemindahan

**FACTORS AFFECTING FEMALE CHEFS JOB RETENTION IN MALAYSIAN
HOSPITALITY INDUSTRY: A STRUCTURAL EQUATION MODELING
APPROACH**

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Working in the hospitality industry is generally related with lower quality of job opportunities and gender-oriented job discrimination. This is a labour-intensive sector and working conditions can be very different from those in other service industries. This study investigates the structural relationships of gender roles and stereotypes, difficulties of work and work-family conflict towards female chefs job retention in the hospitality kitchen brigade. Questionnaires that consist of gender roles and stereotypes, difficulties of work and work-family conflict towards female chefs job retention in the hospitality kitchen brigade were distributed to 300 respondents who are employees working in the hospitality industry particularly to 5-star hotels. Findings showed that the significant relationships between gender roles and stereotypes, difficulties of work, work-family conflict and female chefs job retention in the hospitality kitchen brigade are confirmed in Structural Equation Modelling (SEM). The use of hotel employees solely representing 5-star hotels may be considered a limitation of this study. The results provide information that can be utilized in understanding, maintaining, and increasing the level of job retention of female chefs. Implications and suggestions for future research are also provided.

Keywords: gender roles, stereotype, difficulties of work, work-family conflict, job retention, SEM

**DARAH DAN SEJARAH: PERANAN MEDIA DALAM MEMPROMOSIKAN DAERAH
BALING**

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Daerah Baling merupakan daerah yang penuh nilai sejarah dan kisah-kisah yang tersendiri sama ada dari sudut sejarahnya atau mitosnya. Sejarah yang terpahat di daerah ini meninggalkan nilai yang cukup besar untuk diangkat. Begitu juga dengan mitos-mitos yang sering dikaitkan dengan daerah Baling ada di antaranya dinovelkan atau difilemkan. Di antaranya kisah Raja Bersiong. Dari sudut nilai sejarah, daerah Baling juga mempunyai beberapa catatan seperti Rundingan Damai Baling (1955), Demo Baling (1974), Tragedi Ulu Legong (1981), Peristiwa Memali (1985), dan beberapa peristiwa lain. Daerah Baling merupakan daerah bersejarah yang cukup hebat untuk diungkapkan dan dipelihara nilai sejarahnya. Fokus kajian ini adalah untuk melihat peranan media terutamanya media digital dalam mempromosikan daerah Baling sebagai daerah yang bersejarah dan bukan hanya berdarah.

Kata kunci: Daerah Baling, berdarah, sejarah, mitos, tragedi

**ANALISIS PENGGUNAAN KATA PINJAMAN BAHASA TAMIL DAN BAHASA SANSKRIT
DALAM KUMPULAN CERPEN GEMERLAPAN KARYA-KARYA SAROJA THEAVY
BALAKRISHNAN**

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Penglibatan kaum India dalam dunia persuratan Melayu banyak bergantung kepada cita rasa dan kebolehan menguasai bahasa Melayu. Kajian ini diadakan untuk menganalisis penggunaan kata pinjaman bahasa Tamil dan bahasa Sanskrit dalam cerpen bahasa Melayu diperlukan untuk memahami peranan penulis berketurunan India. Objektif kajian ini adalah mengenal pasti kosa kata pinjaman bahasa Tamil dan bahasa Sanskrit yang terdapat dalam kumpulan cerpen Gemerlapan karya Saroja Theavy Balakrishnan dan menilai kesesuaian penggunaan kosa kata pinjaman bahasa Tamil dan bahasa Sanskrit dalam konteks cerita karya-karya Saroja Theavy Balakrishnan. Pengkaji meninjau semua cerpen yang mengandungi dalam kumpulan cerpen Gemerlapan karya Saroja Theavy Balakrishnan untuk menganalisis kajian yang berfokuskan kepada kosa kata pinjaman bahasa Tamil dan bahasa Sanskrit yang terdapat dalam kumpulan cerpen Gemerlapan yang berbahasa Melayu. Selain itu, pembicaraan tentang kata pinjaman bahasa Tamil dan bahasa Sanskrit dalam kumpulan cerpen Gemerlapan karya-karya Saroja Theavy Balakrishnan dalam kajian ini hanya akan menggunakan Teori Semiotik yang dikemukakan oleh Ferdinand De Saussure (1857-1913). Dalam kajian ini, pengkaji telah memilih kaedah perpustakaan dan analisis kandungan teks. Keadah perpustakaan telah digunakan untuk mengkaji dan menganalisis tentang sejarah pertembungan bahasa Tamil dan bahasa Sanskrit dengan bahasa Melayu, mengkaji mengenai pengarang cerpen bukan Melayu dan kata pinjaman bahasa tamil dan bahasa Sanskrit dalam bahasa Melayu yang berkaitan dengan penyelidikan ini.

Kata kunci: Tamil, Sanskrit, gemerlapan, penulis, cerpen, *semiotic*

PENGUNAAN TEKNIK DRAMA DALAM PENULISAN KARANGAN BERGAMBAR

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Murid-murid darjah 5 menghadapi masalah untuk menulis karangan dengan kreatif. Mereka mengalami kesukaran untuk menjana idea dan meluaskan isi karangan bergambar. Karangan bergambar yang terdiri daripada 5 gambar yang berurutan dan gambar ke-6 merupakan gambar bebas. Murid-murid perlu menulis kesudahan yang menarik bagi gambar terakhir. Maka itu, isi karangan murid-murid bergantung sepenuhnya pada perkara-perkara yang dilihat melalui gambar-gambar berurutan yang diberi. Disebabkan hal ini, tidak terserlah ciri-ciri kreatif dalam karangan murid-murid sebagai seorang penulis yang berdaya kreatif. Oleh demikian, isi karangan murid-murid tidak menarik dan kurang daya estetikanya. Kajian ini bertujuan untuk menilai keberkesanan teknik drama dalam mempertingkatkan kebolehan berfikir secara kreatif dan meneliti sama ada teknik drama membantu murid darjah 5 memperoleh markah satu skala lebih tinggi bagi Isi karangan. Seramai 37 orang murid darjah 5 bertahap sederhana tinggi telah dikenal pasti sebagai responden kumpulan kajian. Kaedah yang digunakan dalam kajian ialah teknik drama Roller-coaster Emosi, Tanpa Kata dan Cerita Gambar. Rubrik penilaian karangan yang direka khusus juga telah digunakan dalam kajian ini. Rubrik tersebut telah digunakan dalam praujian dan pascaujian untuk mengukur pencapaian kumpulan kajian. Analisis data yang dikumpulkan secara kuantitatif menunjukkan bahawa peningkatan yang diraih oleh kumpulan kajian sangat ketara. Dapatan kajian juga menunjukkan keberkesanan teknik drama kerana terdapat kemajuan dalam pencapaian kumpulan kajian.

Kata Kunci: teknik drama, *roller-coaster* emosi, cerita gambar, tanpa kata, karangan bergambar, rubrik penilaian karangan (isi)

**PENDEKATAN VIDEO DALAM KRITIKAN SASTERA: SATU KAJIAN PUISI VIDEO
“AKU”**

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Perkembangan media digital telah mempengaruhi perkembangan kesusasteraan elektronik sehingga melahirkan pelbagai puisi digital seperti puisi video. Kemunculan puisi video memerlukan kritikan sastra yang sesuai yang memberi perhatian kepada kesan teknologi digital kepada karya sastra sedangkan puisi video terus berkembang. Hal ini kurang mendapat perhatian pengkritik sastra. Objektif kertas kerja ini ialah untuk mengkaji bagaimana representasi makna itu disampaikan dengan menggunakan media video yang berasaskan teknologi digital melalui satu pendekatan baru yang dikenali sebagai pendekatan video. Dengan menggunakan pendekatan video sebuah puisi video akan dianalisis berdasarkan tiga unsur video iaitu visual, teks, dan audio. Puisi video yang dipilih dalam kertas kerja ini bertajuk “Aku” karya Barlycine yang diadaptasi daripada sebuah sajak karya Chairil Anwar yang bertajuk “Aku”. Kajian ini mendapati bahawa puisi video “Aku” tersebut telah menggunakan ketiga-tiga unsur video dan dapat menghasilkan satu representasi makna yang berkesan.

Kata Kunci: kesusasteraan elektronik, puisi video, pendekatan video

A STUDY OF MEDICAL REFERENCES FOUND IN TAMIL PROVERBS

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“This is a review of the medical references found in the Tamil proverbs”. It is a small attempt to reveal the medical references of the Tamil people in ancient times and to make it easier and clearer to the understanding of the contemporary people. Our ancestors wrote medical notes on the songs and chitra siddhars. Only the nobles could read and use it. Not the laity people. In the oral language of the literature there were living references to the people and a number of rare medical references. The oral literature was composed for the laity by the laity people. People used the proverbs as a tool to solve the problems in the field of medicine. Evidence suggests that the proverbs are brief, simple and understandable, and the lives of the laureates have been great. Though the proverbs are in a brief setting, its concepts are very deep and utmost important. It is applicable to all layers of community regardless of age and social status. That is why the researcher made it possible to add to the masses and ideas about medicine through the proverbs. This study explains the importance of quotes such as “a person who knows the nature of a thousand roots will be considered as half a doctor”. Same goes to benefit of pepper and winnability. It explains the peculiar characteristics and medicinal value of pepper and winnability in human life. The materials used in Tamil medicine are all around us since most of it can be found naturally. This study was initiated with confidence that the Malaysian Tamils would benefit from the useful medicines which has been used for ages among the Tamil community all around the world.

Keywords: Tamil proverbs, Tamil medicine, Ayurvedic medicine, herbs

**KEBERKESANAN PENGGUNAAN PETA MINDA I-THINK DALAM PENGAJARAN
TATABAHASA TAMIL TINGKATAN EMPAT**

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Falsafah Pendidikan Kebangsaan (FPK) bertujuan untuk meningkatkan kemampuan intelek murid berfikir secara kritis dan kreatif dalam konteks pendidikan. Seiring dengan itu, Pelan Pembangunan Pendidikan Malaysia (PPPM) 2013-2025 telah memberikan penekanan kepada aspek peningkatan kemahiran berfikir aras tinggi (KBAT) dalam kalangan murid. Dalam proses pengajaran dan pembelajaran bahasa Tamil penggunaan peta minda i-Think merupakan salah satu teknik pengajaran yang efektif untuk menggalakkan murid-murid berfikir dan lebih memberi tumpuan dalam memahami sesuatu tajuk yang dipelajari secara mendalam. Kajian ini bertujuan untuk mengenal pasti keberkesanan penggunaan peta minda i-Think bagi meningkatkan pencapaian murid dalam aspek tatabahasa mata pelajaran Bahasa Tamil Tingkatan Empat. Kajian kuantitatif ini akan dijalankan dengan menggunakan kaedah eksperimental. Kajian ini akan dijalankan selama empat minggu di sebuah sekolah menengah di daerah Batang Padang, Perak. Instrumen yang akan digunakan ialah soalan ujian pra dan ujian pos yang terdiri daripada 30 soalan objektif aneka pilihan untuk mengukur tahap pencapaian murid-murid dalam tajuk yang diajar. Bilangan sampel adalah seramai 30 orang yang akan dipilih secara rawak dan dibahagikan kepada dua kumpulan iaitu kumpulan rawatan (15 murid) dan kumpulan kawalan (15 murid). Data akan dianalisis dengan menggunakan perisian Statistical Package for Social Science (SPSS) untuk melihat statistik inferensi iaitu ujian-t. Implikasi daripada kajian ini akan membolehkan murid memahami peta minda i-Think dengan lebih jelas bagi meningkatkan tahap penguasaan dalam tajuk tatabahasa Tamil yang terdapat dalam sukatan pelajaran Bahasa Tamil Tingkatan Empat.

Kata kunci: Peta minda I-think, tatabahasa, mata pelajaran Bahasa Tamil

PENGUNAAN BAHASA SLANGA DALAM KALANGAN MAHASISWA INDIA

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Bahasa bersifat dinamik dan mampu berubah dari semasa ke semasa (Supramani, S. & Karunakaran, K. 2009). Perkembangan sesuatu bahasa bergantung terhadap faktor persekitaran dan keperluan pengguna bahasa itu sendiri. Bahasa slanga juga dianggap sejenis perubahan dalam sesuatu bahasa dan dianggap kreatif (Mohamed Yamin, 1990). Sifat kreatif bahasa slanga juga berkembang bergantung kepada faktor persekitaran dan tidak dapat disekat (Ibrahim Ahmad, 2007). Pernyataan ini mendorong pengkaji untuk mengkaji penggunaan bahasa slanga dalam kalangan remaja berbangsa India. Objektif utama kajian ini adalah untuk mengenal pasti dan mengkategorikan jenis slanga serta menerangkan penggunaan kreatif bahasa slanga dalam kalangan mahasiswa berbangsa India di Universiti Malaya. Data dikumpul melalui borang soal selidik daripada 200 responden yang terdiri daripada mahasiswa Universiti Malaya. Kaedah kualitatif digunakan untuk menganalisis data yang telah dikumpul. Model Grid Speaking (1974) yang dipopularkan oleh Hymes digunakan untuk membantu menganalisis data. Dapatan kajian menunjukkan terdapat 7 jenis slanga yang digunakan oleh mahasiswa berbangsa India. Penggunaan bahasa slanga juga mencerminkan keunikan dan kreatif dari segi makna penggunaan. Kajian ini sudah pasti akan menyumbang kepada bidang sociolinguistik bahasa Tamil dan masyarakat dapat memahami kewujudan bahasa slanga dalam bahasa Tamil. Kajian ini juga akan menjelaskan bahawa bahasa slanga hanya satu inovasi yang diwujudkan oleh remaja dan fenomena ini tidak akan menjejaskan bahasa Tamil standard seperti yang ditakuti oleh sesetengah ahli bahasa.

Kata kunci: bahasa slanga, dinamik, sociolinguistik, inovasi, kreatif, Model Grid Speaking

KEKHUSUSAN CIRI DAN LEKSIKAL RAGAM BAHASA DI RUANG FACEBOOK: DIALEK SOSIAL ATAU SLAGA?

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Kemajuan teknologi telah membawa perubahan dalam penggunaan bahasa masyarakat. Teknologi ini membaharui cara manusia berkomunikasi menerusi media untuk menyampaikan maklumat. Selain media konvensional seperti telefon yang dicanggihkan sedemikian rupa, komputer juga menyediakan reruang baharu interaksi. Facebook adalah antara peranti terbaharu yang menduduki senarai teratas media sosial ini. Makalah ini menghuraikan facebook sebagai landasan kewujudan ragam bahasa dengan meneliti ciri sosial dan makna leksikal atau frasa khusus dalam reruangnya. Ragam bahasa facebook sering dianggap sejenis slanga. Untuk memastikan hal ini, ciri dialek sosial dan slanga akan dibincangkan. Penentuan makna leksikal khusus dalam facebook pula dibuat berdasarkan makna kamus dan makna intra dan interkonteks wacana dalam facebook. Data ragam dan leksikal facebook dalam makalah ini dipungut menerusi pemerhatian terhadap perbualan dalam 800 halaman facebook rakan penulis. Data yang dikumpul difoto skrin atau dipaparkan dalam bentuk taip semula ejaan biasa dan kemudian dianalisis. Tinjauan menunjukkan, leksikal dengan makna umum dan khusus memang wujud dalam ragam bahasa di ruang facebook untuk memperkatakan sesuatu perkara. Makna umum leksikal khusus ini menunjukkan persamaan manakala makna khusus memaparkan perbezaan dengan bahasa Melayu standard. Bukan semua pengguna facebook pula mengetahui perbezaan makna leksikal khusus di ruang facebook ini. Adakah ciri sebegini menjadikan ragam bahasa ruang facebook sejenis dialek sosial atau slanga?

Kata kunci: media sosial, dialek sosial, slanga, Facebook

**PSYCHOLOGICAL EMPOWERMENT FROM HOSPITALITY BRAND ONLINE
COMMUNITY PERSPECTIVE: A SECOND-ORDER CONSTRUCT VALIDITY
ASSESSMENT**

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This study aims to validate consumer psychological empowerment as a second-order construct in the context of hospitality brand online community. The topic is significant as online brand community is increasingly used as a platform for individuals to exercise their rights as consumers. However, few studies have attempted to model consumer psychological empowerment either as a reflective or formative second-order construct. This is because most scholars have focused more on examining psychological empowerment from employee's standpoint within organizational setting. A web-based survey was employed to collect data from active members of hospitality brand online community in Facebook page in Malaysia. Based on Structural Equation Modeling analysis of 235 valid data, the results provide empirical support to the hierarchical component model conceptualization of consumer psychological empowerment. The model measurement assessment of content adequacy, reliability, convergent and discriminant validity all indicated satisfactory values. The findings reinforce the notion that psychological empowerment is manifested by four first-order constructs of meaning, competence, self-determination and impact. This further supports the applicability of the second-order consumer psychological empowerment in hospitality brand online community context. The findings signify that consumers will be empowered when they believe they have the freedom and power to share their thoughts, opinions and brand experiences in the online brand community. Also, it suggests that consumers are becoming more demanding and have high expectations towards the performance of hospitality brands.

Keywords: psychological empowerment, hospitality brand, online brand community, Facebook, construct validity

**AN ANTHROPOLOGICAL STUDY OF STAGING “MALAY HOSPITALITY” AMONG
WOMEN’S HOMESTAY OPERATORS ON PENANG ISLAND**

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Tourism has been considered as a big part of the hospitality industry. A successful hospitality industry must depend on successful tourism management and marketing. Hospitality refers to the relationship process between a guest and a host, and the act or practice of being hospitable. Anthropological literature considered hospitality like gift-giving which involves reciprocity, a negotiation between spontaneity and calculation, generosity and friendship. Although, it has been widely established that women have been the main player in hospitality industry particularly in rural tourism, little is known on the role of women in managing and staging 'hospitality'. This study is to explore the managing and staging 'Malay Hospitality' by a group of women's homestay operators on the Penang Island. Using gender perspective, the concept of 'Malay hospitality' as constructed by the respondents will be explored and how it involves the process of negotiation, calculation and reconstruction. Data was collected through in-depth interviews with ten women's homestay operators. The study revealed that staging 'Malay hospitality' requires the host to be attentive to guest's need, from privacy issue, to providing them with basic needs, amenities, loving and care. Women devoted most of their time to receive, entertain and cater tourists' needs. The preparation of meals is used as a space for bonding, a critical aspect in providing what is called as "Malay hospitality". The findings conclude that the women in homestay programme played an important role in not only sustaining the homestay operations but also the sustainability of rural tourism industry on the island. The article concludes with tourism policy and management implication and derives questions for further research.

Keywords: Malay hospitality, staging hospitality, gender perspective, women's homestay operators, anthropology

**TO BE, OR NOT TO BE IN ONLINE BRAND COMMUNITY: SOCIAL EXCHANGE
THEORY PERSPECTIVE**

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Recent industrial publications reported that the usage of Facebook page is on the downward trend. This is rather alarming since most brand marketers rely upon such platform for their social media marketing. Brand marketers are finding that it is much more difficult to attract and retain individuals to follow their brand Facebook page. Thus, it is important to understand the factors that attract or hinder an individual to follow a brand Facebook page. Based on social exchange theory, this study attempts to explore the factors that make an individual to be or not to be a follower of hospitality brand Facebook online community. For this purpose, a two-stage sequential qualitative approach was applied that incorporate a series of focus group interview and followed by a content analysis. The findings revealed that individuals tend to be a follower of hospitality brand Facebook because of the multitude benefits they perceived. However, some were worried that the hospitality brand might take this as an advantage to collect, process and abuse their personal data. The findings also discovered that individuals are more likely to be satisfied after receiving the perceived benefits and having less brand trust if they perceived some degree of privacy risk. Several critical theoretical and managerial implications were discussed pertaining to the findings of the study.

Keywords: Facebook page, hospitality brand, online brand community, social exchange theory

**EFFECT OF ADMINISTRATIVE PRACTICES ON JOB PERFORMANCE: AN
EMPIRICAL STUDY AMONG PUBLIC UNIVERSITY EMPLOYEES IN PAKISTAN**

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Past studies have been conducted to examine the effects of administrative practices on Employees' job Performance in developed countries, but only rare researches were directed in developing countries like Pakistan. Pakistan is still lacking behind to conduct the research in the administrative practices. This study mainly focuses on the education sector. The study is descriptive in its nature. In this study population was comprised of all employees from public Universities in Punjab, Pakistan. 180 respondents were selected through stratified random sampling approach from 6 public universities. The Data was collected through questionnaire contained 5-point Likert scale arrangement. Administrative practices were an independent variable whereas job satisfaction of the employees was a dependent variable. The two questionnaires (administrative practices and job performance) were developed for this study. The main dimensions included in administrative practices were compensation, training & development, career planning and recruitment selection. On the other hand, the main dimensions in job performance questionnaire were quality of work, productivity, knowledge of job and interpersonal relations. There were total 32 questions. The result of the study showed that there was strong and positive effect of administrative practices on job performance of the employees at university level.

Keywords: administrative practices, employees' job performance, university level

**THE TRANSLATION OF PRINTED ADVERTISEMENTS FROM A
FUNCTIONAL PERSPECTIVE**

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Advertising is a fundamental communication tool to aid companies to communicate with consumers. Advertising translation, in this day and age, signifies an activity that involves the transfer of messages across regional and linguistic boundaries. As a kind of cross-language activity, translating advertisement pose a significant challenge to translators. In other words, a translator must bridge the gap between the source language and target language using certain translation approaches. Based on the problems addressed, this study aims to analyze the translation of advertisement texts, specifically the headlines of products in Cosway and Avon printed catalogues. A total of 2064 headlines is taken from Cosway and Avon printed catalogues. Nord's (1997) point of view regarding the functional approach is utilized in identifying and analyzing the translators' approach. Nord purports a distinction between two types of translation, namely documentary and instrumental translation. Documentary translation is depicted as an overt version of a text in another language, while instrumental translation is a covert version which is independent of the source text. The findings obtained showed that translators applied a combination of documentary and instrumental translations in translating the said headlines. This study provides an insight into the usage of the functional approach in advertising translation. Furthermore, the findings indirectly implied that advertisement medium itself influences the translation approaches used by the translators.

Keywords: functional approach, documentary translation, instrumental translation, advertisement, headline

**PENTERJEMAHAN LEKSIKAL DALAM TEKS SEJARAH ISLAM KE DALAM BAHASA
MELAYU**

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Penelitian arkeologi terhadap penterjemahan teks agama Islam mendapati bahawa aktiviti tersebut telah diorientasikan sejak tahun 610-632M. Malah, aktiviti ini turut melakar sejarahnya yang tersendiri di hati pemerintah Islam dan bukan Islam di serata dunia termasuk di Nusantara. Namun begitu, penilaian terhadap produk terjemahan berunsur keagamaan daripada bahasa Arab kepada bahasa Melayu dilihat kurang diberikan tumpuan oleh para sarjana khasnya dalam genre sejarah Islam. Lebih menghairankan apabila penterjemahan teks sejarah Islam hanya dijadikan bahan tempelan yang dicerekakan dalam cerita-cerita rakyat. Situasi tersebut turut mengundang penjenamaan semula dan lebih dipopularkan sebagai satu karya berunsur sastera adaptasi. Hal demikian mungkin terhasil daripada pelaksanaan penterjemahan kandungan yang hanya memberi tumpuan kepada inti pati pengajarannya sahaja tanpa melihat kepada keseluruhan wacana yang terdapat dalam teks sejarah Islam. Bagi melihat senario penterjemahan teks sejarah Islam ke dalam bahasa Melayu secara lebih dekat, satu penelitian dijalankan terhadap teks Al-Raheeq Al-Makhtum. Teks sejarah Islam Al-Raheeq Al-Makhtum merupakan satu kisah perjalanan hidup Nabi Muhammad s.a.w dari sebelum kelahiran hingga selepas kewafatan baginda. Namun begitu, artikel ini hanya memberi fokus terhadap unsur leksikal yang terdapat dalam teks sumber dan teks sasaran hasil daripada penelitian analisis wacana yang dijalankan. Pemerhatian terhadap hasil terjemahan leksikal yang dilaksanakan mendapati terdapat beberapa kekerapan yang diguna pakai oleh penterjemah dikenal pasti seperti peminjaman kata, persamaan kata dan pengistilahan. Justeru itu, artikel ini diharapkan dapat mencari satu konklusi yang mampu memberikan suatu input yang berguna terhadap aktiviti penterjemahan teks sejarah Islam ke dalam bahasa Melayu khasnya dalam aspek penterjemahan leksikal.

Kata kunci: penterjemahan, leksikal, teks sejarah Islam, bahasa Melayu, analisis wacana

**PENDEKATAN ABDULLAH BASMEIH DALAM MENTERJEMAH ELEMEN ELEPSIS
KATA SIFAT DALAM AL-QUR'AN KE DALAM BAHASA MELAYU**

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Elemen elepsis adalah bahagian yang diimplisitkan dalam sesuatu ungkapan sama ada dalam bentuk ucapan mahu pun tulisan. Menerusi indikator-indikator tertentu elemen ini dapat difahami. Para sarjana mengatakan bahawa proses mengenal pasti kewujudan elepsis adalah bergantung kepada penguasaan seseorang terhadap budaya dan linguistik sesuatu bahasa. Masalah mulai timbul apabila elemen ini diterjemah daripada satu bahasa (BS) kepada satu bahasa yang lain (BT). Penterjemahan elemen elepsis al-Quran turut menghadapi beberapa isu, antaranya ialah isu kualiti terjemahan, isu kesahihan makna dan isu pendekatan penterjemahan yang digunakan. Untuk itu, dengan menggunakan pendekatan kualitatif deskriptif, kajian ini dijalankan bagi tujuan mengenal pasti konsep terjemahan elepsis al-Quran serta menganalisis pendekatan yang digunakan dalam terjemahan Tafsir Pimpinan Ar-Rahman oleh Abdullah Basmeih (TPR). TPR dipilih kerana ia digunakan secara meluas oleh masyarakat Islam di Nusantara khususnya di Malaysia. Analisis dilakukan terhadap terjemahan 99 ayat al-Quran yang mengandungi elepsis kata sifat. Analisis mendapati pendekatan yang digunakan oleh Abdullah Basmeih menghasilkan teks terjemahan yang sesuai serta dapat difahami dengan baik oleh pengguna bahasa sasaran.

Kata kunci: elepsis, terjemahan Al-Quran, bahasa Melayu, Abdullah Basmeih, Tafsir Pimpinan Ar-Rahman

TERJEMAHAN MESIN LAWAN TERJEMAHAN MANUSIA: KEKUATAN DAN KELEMAHAN

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Beberapa dekad kebelakangan ini, kerja penterjemahan telah beralih ke dimensi yang baru, selaras dengan kemajuan teknologi dan arus globalisasi yang melanda dunia masa kini. Hal ini telah membawa satu perubahan yang positif dalam proses menterjemah secara amnya. Justeru penulisan ini akan mengulas tentang perubahan tersebut dan menggariskan keperluan dan kepentingan penggunaan pelbagai teknologi dalam kerja-kerja terjemahan dalam era maklumat masa kini. Secara khususnya, perbincangan akan berkisar tentang sistem terjemahan mesin atau lebih dikenali dengan singkatan MT. MT merupakan satu teknologi terjemahan yang tidak asing lagi dan digunakan setiap hari di seluruh dunia dengan penggunaan yang semakin meningkat. Walaubagaimanapun, hasil terjemahan mesin yang diterima masih terbatas dan bermasalah. Sehubungan dengan itu, perbincangan akan meliputi isu dan cabaran dalam penggunaan MT serta ulasan tentang kekuatan dan kelemahan MT berbanding penterjemah manusia. Data yang dipetik bagi tujuan ini melibatkan teks dalam pasangan bahasa, bahasa Melayu - bahasa Inggeris. Hal yang akan dikaji melibatkan kesesuaian padanan yang dihasilkan. Selain itu, sejarah ringkas pewujudan MT serta beberapa istilah penting yang sering digunakan dalam perbincangan berkaitan teknologi dan penterjemahan turut dibincangkan. Perbincangan juga akan menggariskan beberapa kekangan bahasa dalam sesuatu bahasa dan budaya yang seringkali menyukarkan kerja terjemahan, baik mesin mahupun manusia. Akhir sekali, perbincangan akan menjurus kepada kemahiran yang perlu ada dalam diri seseorang penterjemah bagi menghasilkan kerja yang berkualiti tinggi.

Kata kunci: teknologi, alat bantu terjemah, terjemahan mesin, terjemahan manusia, kemahiran penterjemah

HOSPITALS DISASTER PREPAREDNESS ASSESSMENT: A CASE STUDY IN THE EAST COAST MALAYSIA

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This study compares hospital preparedness of public hospitals in Kelantan, Malaysia, as measured by functional capacity. Kelantan is located at the East Coast of Peninsular Malaysia and is one of the most flood disaster-prone state in the country. It is designed to explore staff's perspectives and provide benchmarking opportunities for healthcare practitioners in order to ease decision-making process and improve their management towards dealing with the disaster. This research present exploratory findings in an area with little evidence as hospital disaster preparedness study are relatively low in Malaysia. The functional capacity was calculated using the Hospital Safety Index (HSI) and Kruskal-Wallis H test was also used to compare medians of the functional capability score. Study found that adequate availability of hospital emergency supplies such as medicine, medical equipment and instrumentation in Kelantan's hospital is very low. Study also found that there were several weaknesses and gaps reported in emergency plans for the operation, preventive, maintenance, and restoration of critical service. The result suggested that disaster preparedness level in larger hospitals were weaker compared to small and medium hospitals in general. The study hopes to guide for improvements and enhance public hospitals disaster preparedness knowledge and preparations in order to deal with unexpected disaster in future.

Keywords: disaster preparedness, functional capacity, hospital safety index, Kelantan

**PELAKSANAAN DAN CABARAN PEMBASMIAN KEMISKINAN
MELALUI PROGRAM KEUSAHAWANAN SOSIAL: KES AZAM NIAGA DI
PULAU PINANG**

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Azam Niaga merupakan salah satu program di bawah program 1AZAM yang berkonsepkan keusahawanan sosial untuk membasmi kemiskinan. Program 1AZAM merupakan salah satu inisiatif khusus Bidang Keberhasilan Utama Negara (NKRA) yang bertujuan mengeluarkan isi rumah berpendapatan rendah daripada kepompong kemiskinan. Melalui inisiatif ini, peserta yang mengikutinya diharapkan mampu memperoleh pendapatan dengan usaha sendiri melalui sektor pekerjaan, pertanian, perniagaan ataupun sektor perkhidmatan. Program ini merangkumi empat program utama iaitu Azam Tani, Azam Kerja, Azam Khidmat dan Azam Niaga. Kajian ini hanya memfokuskan Azam Niaga sebagai subjek kajian. Melalui program ini, peserta yang terpilih diberikan bantuan dalam bentuk peralatan untuk menjalankan perniagaan secara kecil-kecilan supaya mereka dapat menambah pendapatan. Kajian ini bertujuan meneliti pelaksanaan program Azam Niaga di Pulau Pinang untuk membasmi kemiskinan serta cabaran yang dihadapi pesertanya dalam menjalankan perniagaan untuk menambah pendapatan mereka. Kajian ini menggunakan kaedah kualitatif dengan menggunakan kaedah temu bual secara mendalam terhadap sepuluh orang peserta. Data temu bual kemudiannya dianalisis menggunakan analisis kandungan. Hasil penelitian mendapati pelaksanaan Azam Niaga di Pulau Pinang dapat meningkatkan pendapatan peserta yang menyertainya. Namun, faktor bantuan peralatan yang diterima, harga barangan mentah meningkat, lokasi perniagaan dan masalah kesihatan merupakan antara cabaran yang dihadapi peserta untuk menjalankan perniagaan bagi meningkatkan pendapatan mereka. Kerjasama antara pihak pengurusan program Azam Niaga, kerajaan pusat dan kerajaan tempatan perlu bagi mengatasi masalahmasalah tersebut.

Kata kunci: Pembasmian kemiskinan, keusahawanan sosial, perniagaan, Azam Niaga, 1AZAM

**CONCEPTUALIZING DISASTER PREPAREDNESS THROUGH
INSTITUTIONAL ISOMORPHISM AMONG MALAYSIAN HOSPITALS:
THE MODERATING ROLE OF HOSPITAL SIZE**

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Disaster causes casualties and damage on financial and property because it occurs rapidly and without warnings. In disaster management study, the current focus changes from relief and response to disaster preparedness and it is considered as more effective during disasters and tends to reduce costs related to disasters. Disaster preparedness is expected in many cases that occur in hospitals such as building collapse. Although the vital role of early hospital disaster preparation is clearly understood, hospital disaster preparedness has been increasing in demand. As revealed, the level of hospital disaster preparedness is low; hence, hospitals are unprotected when disaster happens. Hence, it is particularly necessary to review disaster preparedness pertaining to hospitals. The understanding of hospitals' determinants for disaster preparedness is necessary as it is a crucial foundation and top priority in preparedness activities as well as the maximum response capability of hospitals. In this paper, it has been proposed that disaster preparedness among hospitals is greatly influenced by external pressures. Consequently, this paper presents a conceptual framework for enhancing disaster preparedness of Malaysian hospitals by considering the institutional theory.

Keywords: disaster risk reduction, hospital disaster preparedness, institutional theory, Malaysia

**KEBERKESANAN PELAKSANAAN KONSEP BANDAR SELAMAT DI ZON
BLACK SPOT PASCA PROGRAM PEMUTIHAN**

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Pada asalnya, program bandar selamat pada asalnya menekankan kepada 15 langkah pencegahan jenayah melalui tiga strategi utama iaitu strategi mereka bentuk persekitaran fizikal, memperkasakan kawasan sasaran serta strategi pengurusan, penyertaan komuniti dan kesedaran awam. Di Malaysia khususnya telah melaksanakan program bandar selamat ini untuk mewujudkan suasana kehidupan yang selamat dan mengurangkan peluang untuk pelakuan jenayah berlaku di kawasan-kawasan bandar yang sedang pesat membangun. Program ini juga turut dilaksanakan di beberapa kawasan hotspot jenayah di Sabah seperti di bandar Kota Kinabalu, Sandakan dan Tawau. Pelbagai langkah bagi mencapai matlamat ke arah bandar selamat telah giat dilaksanakan bermula tahun 2010 oleh Pihak Berkuasa Tempatan (PBT) dengan dibantu oleh beberapa agensi yang terlibat. Namun demikian, timbul persoalan sejauhmanakah tahap keberkesanan pelaksanaan konsep bandar selamat di zon black spot jenayah di Sabah? Oleh itu, kertas kerja ini akan cuba menjawab persoalan kajian yang ditimbulkan mengenai sejauhmanakah tahap keberkesanan program bandar selamat yang dilaksanakan dengan mengambil kira dapatan pasca program pemutihan dilakukan. Kajian ini meliputi data persepsi masyarakat melalui penggunaan set borang soal selidik yang melibatkan 500 orang responden bagi setiap kawasan hotspot jenayah yang terlibat iaitu Tawau dan Sandakan. Selain itu, tinjauan langsung ke kawasan kajian dan teknik temubual mendalam (*Indepth Interview*) bersama pegawai penyelaras bandar selamat di kedua-dua kawasan hotspot ini juga digunakan sebagai data sokongan penulisan. Hasil penulisan kertas kerja ini mampu untuk dijadikan sebagai rujukan dan panduan kepada pihak bertanggungjawab dalam mengatasi segala kepincangan dan kelemahan program bandar selamat yang dilaksanakan bagi memastikan matlamat program bandar selamat dapat dicapai.

Kata Kunci: Program Bandar Selamat, keberkesanan, zon black spot, Program Pemutihan, Sabah

A PARADOX OF GENDER EQUALITY IN MALAYSIA

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The term gender has become a very vital element in any sustainable development discourses. The word itself draws us to rethink on our identity and culture, so as to explain on how it can intersect with race and ethnicity. People could access to good water and food; better education and health care services; and comfortable home to live. Still, inequity and inequality are widening within one place to another. Therefore, stimulating awareness on equality between genders is extremely needed and the urgent action should be taken by policy actors. So, this study argued that gender equality awareness has important impact on counselling students as they directly deal with human. The main objective of this study is to scrutinise how far the future counsellors aware of the importance of gender equality should they considered while counselling their clients. Indirectly, this study reveals the extent of their understanding of the term gender equality. A total of 102 counselling students from Educational Institution 'A' were randomly selected to participate in the study. They were assessed by Likert scale and multiple choices questions with an option for awareness on gender equality and its importance. Some open-ended questions were also asked to further understand their experiences regarding the importance of the term. Results revealed that there was a statistical significance the effect of age and experiences on overall awareness of gender equality and its importance. The study also remarked the increasing in age and experiences have effect on increasing gender equality awareness and its importance.

Keywords: gender, gender equality, awareness, policy, counselling

**CULTURAL-EMOTIONAL EXPRESSION OF NON-MALAY TOWARDS THE MALAY
TRADITION SYMBOLISM**

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It is believed that the historical background of the Malaysian population has given a significant impact on their emotional expression towards their own culture and other cultures in Malaysia. This study aimed to examine the effect of Malay Cultural Heritage Visualization (i.e. Malay traditional cuisine, costume and game) on the cultural-emotional expression of the ethnic majority (Malays) and ethnic minority (Non-Malays) in Malaysia. About 60 images of traditional cuisines, games, and costumes that were declared as national cultural heritage by the Department of National Heritage of Malaysia, were randomly displayed to 52 participants (30 Malays and 22 Non-Malays). Participants were undergraduate students that were recruited from the local institution. Participants responded to displayed images by rating the Valence and Arousal Scale of Self-assessment Manikin, ranging from one (unpleasantness for Valence and calm for Arousal) to nine (pleasantness for Valence and excited for Arousal). From the two-way mixed design analysis, the significant factor of ethnicity was observed as a whole effect of cultural emotion, regardless of the specific types of the Malay Cultural Heritage variables (between-subject's effects). Accordingly, the significant difference between Malay Cultural Heritage variables was independent of ethnicity factor (main effect). Acculturation could be an important factor that shapes the cultural-emotional dimension of ethnic minority (i.e Non-Malays) towards the cultural heritage of the ethnic majority (i.e Malays) in Malaysia.

Keywords: Malay cultural heritage, emotion, valence, arousal, ethnicity, acculturation

**SELECTION FACTORS INFLUENCED CHOOSING COURSE IN THE HIGHER ACADEMIC
INSTITUTION: A REVIEW**

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Lately, there is rapid growth in the supply of new courses in institutions of higher learning (IPTA) and private (IPTS). This trend witnessed increasing share of competition in the admission of students to institutions of higher learning. Education at all levels is the primary catalyst of quality human capital for the benefit of mankind. This study aims to give an overview of the factors that encourage students to choose certain courses in higher education institutions. write the main objective for your paper. Factors to be addressed in terms of interest, disclosure in the early stages, parental influence, peer influence, and career promotion. this study can be helped to the department or higher study institutions in increasing the number of students and the quality of study

Keywords: enrollment, students, High Education Institution (HEI), marketing, course

DEVELOPING COMPETITIVENESS INDEX AMONG THE STATES IN MALAYSIA

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The urban competitiveness concepts refer not only to the ability of urban area to provide a suitable business environment capable of attracting investors from around the world but also at the same time promote better urban living experience of its residents. Urban competitiveness intends to generate not only the economics benefits but also help to improve the socio-cultural status of the urban communities and the urban areas. Due to the problem of data for municipalities, this study will explore the concepts of urban competitiveness from the perspective of states in the context of Malaysia by applying the comprehensive Competitiveness States Index to rank the competitiveness of the 14 states in Malaysia. This study will also investigate the components and indicators of urban competitiveness and factors influencing urban competitiveness to facilitate the achievement of competitive state in Malaysia. The index is based on 28 indicators across 7 dimensions namely economic performance, economic structure, marketization and openness, human resources and education, quality of life (QoL), domestic security and environmental. A three-hierarchical indicator system and equal weighting method were used to assess the state competitiveness based on secondary data of 14 states from 2005 to 2016. The result shows that in term of ranking, Selangor, Johor and Sarawak are the most competitive state. Selangor attained the highest competitiveness index for each of the components.

Keywords: competitiveness, socio-cultural, quality of life, economic performance, economic structure, environmental

**EMPOWERING THE POOR WOMEN THROUGH MICROCREDIT SCHEME: THE CASE
OF AMANAH IKHTIAR MICRO-CREDIT SCHEME**

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Microcredit was introduced to provide financial assistance to the poor people by creating income-generating self-employment activities through micro-entrepreneurship. Given that the prevailing constraint faced by the poor people to enhance their socioeconomic status is the lack of credit, microcredit seems a great solution to overcome this problem. Previous studies have showed the remarkable success of microcredit in achieving its objective to alleviate poverty among the poor. However, microcredit is not just an effective tool for poverty alleviation, but it also has the potential to empower the poor. While microcredit can reduce poverty in the short run, it will also stimulate empowerment amongst the poor which is needed to fight poverty in the long run. Participation in socioeconomics activities is important in empowering the vulnerable groups, and microcredit programme offers an opportunity to engage in such activities. Empowerment is an emerging concept that identifies the strengths of the vulnerable groups and promote a drive to exert control to one's life. However, the impact of microcredit as an instrument to empower the poor people, particularly women, is still debatable and only few studies have been done on this issue in Malaysia. Therefore, this article will explore how it is possible for microcredit scheme to become an effective tool to empower poor women. Women are being emphasized in this study, because the majority of the poor people who received the microcredit assistance were women. Hence, facilitating women with financial access as capital in doing business, will enhance the socioeconomic well-being and thus, empower them.

Key words: microcredit, poor, women, empowerment, poverty, micro-entrepreneurship

**PERLABURAN SAHAM: PROSPEK DAN CABARAN SEBAGAI
PENDAPATAN PASIF DALAM KALANGAN BELIA BUMIPUTRA**

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Kesedaran untuk melabur dalam kalangan Bumiputra semakin bertambah berbanding 10 tahun yang lalu. Mereka mula memilih untuk melabur dalam unit amanah saham untuk meningkatkan pendapatan mereka. Walau bagaimanapun, kesedaran mereka semakin memuncak apabila golongan belia Bumiputra mula memilih untuk melabur terus ke dalam pasaran saham di Bursa Malaysia berbanding menggunakan medium perantara seperti unit amanah saham, Tabung Haji dan Amanah Saham Bumiputra. Kajian ini cuba meneliti cabaran yang dihadapi oleh golongan belia Bumiputra untuk melabur dalam pasaran saham berdasarkan soal selidik separa terbuka terhadap 10 orang belia Bumiputra yang telah berjaya menambah pendapatan mereka melalui perlaburan saham di Bursa Malaysia. Hasil dapatan kajian mendapati, modal bukanlah faktor utama seseorang itu berjaya dalam perlaburan saham sebaliknya adalah penguasaan ilmu berkaitan perlaburan saham, menguasai maklumat berkaitan keadaan semasa pasaran, nasihat yang berterusan daripada mentor, disiplin dalam setiap pelan perlaburan dan bijak mengawal emosi. Hasil dapatan tersebut ternyata, perlaburan saham boleh menjadi pendapatan pasif kepada golongan belia memandangkan kos sara hidup yang semakin meningkat memerlukan mereka untuk menambah pendapatan sedia ada untuk menampung kehidupan mereka.

Kata kunci: perlaburan saham, Bursa Malaysia, belia, pendapatan pasif, bumiputra

**PENGURUSAN KEWANGAN: KE ARAH MENINGKATKAN MILIKAN
KEKAYAAN GOLONGAN ISI RUMAH BERPENDAPATAN RENDAH
(B40) MALAYSIA**

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Penurunan kadar kemiskinan berlaku sangat ketara sejak Malaysia memperoleh kemerdekaan. Walau bagaimanapun, berlakunya penurunan Pekali Gini daripada 0.513 pada tahun 1970 kepada 3.99 pada tahun 2016, jurang ekonomi dilihat ketara jika diukur berdasarkan tahap milikan kekayaan isi rumah. Milikan kekayaan dilihat lebih mencerminkan tahap sebenar sosio-ekonomi sesebuah isi rumah yang menentukan tahap kelestarian aliran tunai isi rumah yang positif dalam jangka masa yang panjang. Kajian ini menyelidik status kemiskinan dan tahap pemilikan kekayaan isi rumah B40 di kawasan Ipoh, Perak yang merekodkan bilangan B40 tertinggi di Malaysia. Majoriti responden yang memiliki tahap pendidikan yang rendah dilihat menyumbang kepada perolehan pendapatan yang rendah. Kajian mendapati seramai 50% responden mempunyai aset kediaman, 35% memiliki aset barang kemas dan hanya 1.2% memiliki pemilikan dalam unit amanah. Namun, seramai 63.3% responden tidak mempunyai sebarang simpanan kewangan sebagai aset cair. Seramai 33.33% ketua isi rumah adalah dalam kalangan ibu tunggal dengan 50% daripada mereka mempunyai pendapatan bulanan di antara RM 300 – RM 600 dan 25% daripada mereka mempunyai dua hingga tujuh orang bilangan tanggungan. Kajian ini turut mendapati bahawa majoriti isi rumah mempunyai tahap risiko yang tinggi terhadap faktor luaran seperti kemalangan, masalah kesihatan atau diberhentikan kerja yang boleh menyebabkan mereka dikategorikan sebagai golongan miskin mutlak. Oleh itu, elemen pengurusan kewangan dilihat perlu menjadi agenda penting bagi memastikan kelestarian program pembasmian kemiskinan yang dijalankan.

Kata kunci: B40, milikan kekayaan, kelestarian kewangan, kemiskinan, sosioekonomi, budaya miskin

**DEVELOPMENT OF A FRAMEWORK FOR HARVESTING INFORMATION
TECHNOLOGY (IT) EDUCATION WORD LIST FOR MALAYSIAN HIGHER EDUCATION**

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The objective of this paper is to develop a framework for the purpose of generating or harvesting of specialised IT educational vocabulary. The development of a new word list specifically in the field of IT can be facilitated with this newly developed framework. The production of the word list is aimed to be transferred to knowledge of specialised words and it could have an immediate effect on classrooms for students who need the “academic IT tools”. The teaching of vocabulary is believed to be often neglected by teachers, let alone the teaching of specialised vocabulary and this fact is a concern in Malaysia. The IT syllabus for schools or learning institutions has not outlined any word lists or syllabus key words to be recommended to students in the field of IT. However, the Curriculum Development Centre of the Ministry of Education Malaysia put strong emphasis on the importance of the teaching of vocabulary to students so that they are able to comprehend texts at acceptable levels. Thus, this study is significant in providing insightful framework and is especially substantive in that, it involves the compiling the overarching concepts to the creation of a specialised word list which could serve learners with specific vocabulary needs.

Keywords: framework; word list; IT vocabulary; lexicon; corpus

**KESELAMATAN WANITA TERHADAP PELAKUAN JENAYAH DALAM
RUANG AWAM BANDAR: SATU TINJAUAN PROGRAM BANDAR
SELAMAT DI BANDARAYA KOTA KINABALU, SABAH**

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Pelakuan jenayah yang semakin meningkat di kebanyakan bandar di dunia termasuklah di negara ini menimbulkan isu keselamatan bagi masyarakat bandar serta perasaan takut terhadap jenayah (fear of crime) terutamanya bagi golongan wanita. Hal ini kerana, golongan wanita merupakan golongan yang sering menjadi mangsa bagi pelakuan jenayah yang biasanya berlaku di ruang awam bandar seperti di jalanan, taman dan plaza, semasa menaiki pengangkutan awam, di sekolah, di tempat kerja, di dalam tandas awam atau di kawasan kejiranan mereka sendiri. Maka, aspek keselamatan diri mereka merupakan kebimbangan utama golongan wanita di kawasan bandar di seluruh dunia. Di kawasan bandar, bagi mengurangkan masalah pelakuan jenayah yang semakin kompleks serta menjaga kesejahteraan dan keselamatan penduduk, maka konsep Bandar Selamat (Safe City) mula diperkenalkan dan dilaksanakan di peringkat dunia oleh UN-Habitat pada tahun 1996. Di Malaysia, konsep ini mula diperkenalkan sejak tahun 2004 di bawah tanggungjawab Jabatan Perancangan Bandar dan Desa (JPBD) dan telah memperkenalkan 15 Langkah Program Bandar Selamat pada tahun 2010. Justeru, kertas kerja ini berfokuskan kepada meneliti keselamatan wanita terhadap pelakuan jenayah dalam ruang awam bandar dan Pelaksanaan Program Bandar Selamat di Malaysia khususnya di Bandaraya Kota Kinabalu, Sabah dalam menjamin keselamatan awam terutamanya golongan wanita apabila mereka keluar dan berada dalam ruang awam zon Bandar Selamat. Kajian ini menggunakan kaedah borang soal selidik, pemerhatian dan temubual Bersama pihak-pihak yang terlibat seperti Dewan Bandaraya Kota Kinabalu (DBKK).

Kata Kunci: pelakuan jenayah, keselamatan wanita, ruang awam bandar, bandar selamat

**KESESUAIAN PELAKSANAAN KONSEP BANDAR SELAMAT DI KAWASAN HOTSPOT
JENAYAH: SATU TINJAUAN**

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Terdapat 23 langkah telah digariskan dalam pelaksanaan program bandar selamat di Malaysia. Di Sabah khususnya, bandar-bandar besar seperti Kota Kinabalu, Sandakan dan Tawau telah melaksanakan program bandar selamat ini bermula pada tahun 2010. Ketiga-tiga bandar ini mempunyai populasi penduduk yang ramai dan fasiliti yang membangun dan maju berbanding daerah-daerah lain di Sabah. Kadar peningkatan jenayah di kawasan bandar ini juga sangat tinggi dan dikategorikan sebagai kawasan hotspot jenayah. Pihak Berkuasa Tempatan (PBT) bersama dengan agensi penguatkuasa yang berkaitan telah bekerjasama dalam menjayakan program bandar selamat ini dan ini salah satu usaha untuk mengurangkan kadar jenayah di kawasan hotspot ini sekaligus bertujuan untuk mengurangkan kadar kebimbangan masyarakat terhadap pelakuan jenayah di kawasan kediaman mereka. Kertas kerja ini membincangkan kesesuaian pelaksanaan konsep bandar selamat di kawasan hotspot jenayah berdasarkan perspektif letakan lokasi dan ruang. Situasi ruang dan lokasi memainkan peranan terhadap kesesuaian pelaksanaan konsep bandar selamat di kawasan berkenaan. Dalam kajian ini, bandar Sandakan dan Tawau dipilih untuk menjawab persoalan yang ditimbulkan. Data bagi penulisan kertas kerja ini dicerap secara primer melalui penggunaan borang soal selidik yang diedarkan kepada 500 orang responden di setiap kawasan. Selain itu, pemerhatian secara langsung dan temubual mendalam (*Indepth Interview*) bersama pegawai yang bertanggungjawab dalam mengendalikan program bandar selamat di kawasan black spot yang terlibat. Justeru, kertas kerja ini akan membincangkan secara menyeluruh mengenai kesesuaian pelaksanaan konsep bandar selamat yang dilaksanakan berdasarkan persepsi masyarakat yang tinggal di dalam kawasan hotspot jenayah dan akhirnya memberikan gambaran secara keseluruhan kepada situasi pelaksanaan konsep bandar selamat ini melalui pendekatan keruangan.

Kata Kunci: kesesuaian, pelaksanaan, konsep bandar selamat, kawasan hotspot jenayah, Sabah

**GOLONGAN B40 BANDAR DI SELANGOR: CABARAN DAN RINTANGAN UNTUK
KELUAR DARIPADA BELENGU KEMISKINAN**

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Golongan B40 merupakan isi rumah yang berpendapatan di bawah RM3860 sebulan. Golongan ini tidak berupaya menampung kos sara hidup terutama di kawasan bandar kerana pendapatan bulanan yang tidak cukup untuk menyara kehidupan mereka. Kajian ini cuba meneliti cabaran yang dihadapi oleh golongan B40 untuk meningkatkan pendapatan dan taraf hidup mereka untuk keluar daripada kelompok kemiskinan. Metodologi kajian dalam artikel ini menggunakan data primer dan sekunder. Data primer diambil melalui temu bual secara bersemuka. Terdapat 20 orang responden yang dipilih secara rawak di lima kawasan terpilih di negeri Selangor. Lima kawasan tersebut ialah Bandar Petaling, Petaling, Sungai Buloh, Damansara dan Bukit Raja. Data sekunder pula diperolehi daripada rekod rasmi kerajaan dan penulisan-penulisan akademik berkaitan kajian. Berdasarkan analisis kandungan yang telah dilakukan terdapat pelbagai cabaran yang dihadapi iaitu kurang kemahiran dan pendidikan, kesukaran mencari pekerjaan, masalah kesihatan, masalah ibu tunggal dan kesukaran mendapat bantuan daripada pihak kerajaan. Bagi mengatasinya, beberapa cadangan dikemukakan iaitu memberi pendedahan program kemahiran yang sedia ada, memberi bantuan untuk mendapatkan pekerjaan, memperkasa badan kebajikan sebagai rujukan bagi masalah ibu tunggal, meningkatkan kualiti penjagaan kesihatan dan mengadakan lawatan berkala ke kawasan pemohon bantuan.

Kata kunci: golongan B40, miskin bandar, kos sara hidup, Selangor

**LAND USE EFFECT ON MILKY STORK HABITAT SELECTION IN MATANG FOREST
RESERVE, PERAK**

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The global Milky Stork population has undergone a rapid population decline with a current estimated population of 5500 individuals remaining worldwide. In Malaysia Milky Stork populations have declined more than 90% over the last 20 years and less than five individuals being observed recently in Pulau Kelumpang and Pulau Trong, the last known Milky Stork habitats in the Matang Forest Reserve. GIS application is used to analyse habitat selection of Milky Stork in study area. There are 16 different stations have been choosing in this research and three parameters has been set which is land use, vegetation and food availability. From the results, the highest density of Milky Stork that can be found is at Pulau Gula and the lowest density of Milky Stork is at Pulau Kelumpang which is only one individual was spotted. The result from this study also shows these birds are most likely to be found at disturbed area especially aquaculture activity. This aquaculture activity has provided them to an easy access towards food source. Research finding shown that since captive breeding birds program implemented by Department of wildlife and National Park (DWNP), they are most likely has lost their ability on foraging food in the wild. Some of the staff in DWNP Pulau Gula branch said that when it was rainy days, this bird will come to their building asking for food. The results also show that environment factor like vegetation, food and climate does not have any effects on density of Milky Stork. This situation is very contrary with previous studies that showing these birds are able to get their own food natural habitat.

Keyword: milky stork, habitat selection, land use, vegetation, food, GIS

REVOLUSI PENDIDIKAN KANAK-KANAK MELALUI KARYA KESUSASTERAAN

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Selaras dengan matlamat Pendidikan Untuk Semua (EFA), sewajarnya pendidikan adalah hak mutlak pada semua kanak-kanak di dunia. Demikian juga UNICEF merupakan badan Pertubuhan Bangsa-Bangsa Bersatu yang memberi bantuan kemanusiaan dan perkembangan kepada kanak-kanak di seluruh dunia, termasuklah menggalakkan pendidikan untuk kanak-kanak perempuan dan memastikan mereka menghabiskan pendidikan peringkat sekolah rendah sekurang-kurangnya. Perjuangan pembangunan pendidikan untuk kanak-kanak ini seringkali melibatkan peranan media dan menjadi isu penting dalam kalangan pentadbir dan ahli politik. Namun, ramai terlepas pandang bahawa bidang Kesusasteraan juga turut memainkan peranan utama dalam revolusi pendidikan kanak-kanak. Kewujudan karya Kesusasteraan khususnya pada era ini bukan sahaja membuka peluang yang luas malah dapat melestarikan pendidikan untuk kanak-kanak. Golongan ini perlu diterapkan nilai-nilai murni dan komunikasi efektif antara mereka yang boleh didapati menerusi Kesusasteraan. Justeru itu, wacana ini cuba menghuraikan bagaimana karya kesusasteraan dapat membentuk satu kuasa yang dapat memberi citra baru dalam revolusi pendidikan kanak-kanak. Perbincangan ini akan memperlihatkan bagaimana tokoh pendidikan kanak-kanak dari bandar Mingora, iaitu Malala Yousafzai berjuang untuk kanak-kanak perempuan Pakistan sehingga perjuangannya diabadikan melalui karya autobiografi *I Am Malala* (Saya Malala) dan memenangi Anugerah Nobel–Keamanan 2014. Hakikatnya tulisan perjuangan Malala yang diabadikan dalam karya ini adalah inspirasi kepada masyarakat dunia untuk mengiktiraf pendidikan untuk kanak-kanak.

Kata kunci: revolusi, pendidikan, kanak-kanak, kesusasteraan, masyarakat

**PERTEMBUNGAN NILAI DESA DAN KOTA DALAM KOMIK BUDAK KAMPUNG DAN
MAT SOM**

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Lat atau nama sebenarnya Mohammad Nor Khalid merupakan tokoh yang unggul dan versatile dalam kalangan kartunis di Malaysia. Karya-karya komik beliau cenderung merakamkan isu-isu berkaitan sosiobudaya masyarakat di Malaysia dan sering menampilkan kehidupan realiti rakyat Malaysia terutama masyarakat Melayu desa. Komik bukan sahaja bahan bacaan berbentuk hiburan tetapi juga merupakan medium penting untuk menyampaikan idea, kritikan, pandangan serta mampu mendedahkan pelbagai kepincangan dalam masyarakat setempat. Makalah ini ingin melihat pertembungan nilai desa dan kota dalam dua buah komik Lat bertajuk Budak Kampung (1979) dan Mat Som (1989). Objektif makalah ini adalah untuk menganalisis pertembungan nilai masyarakat desa dan kota serta menjelaskan penggunaan unsur komik dalam menyampaikan makna dalam kedua-dua komik tersebut. Makalah ini akan menggunakan teori sosiologi sastera yang dikembangkan oleh Alan Swingewood (1972) iaitu pendekatan pengaruh sosiobudaya ke atas penghasilan karya sastera. Dapatan kajian mendapati pengalaman kehidupan Lat sewaktu kecil telah mempengaruhi penciptaan komik Budak Kampung dan pengalaman hidup Lat di usia muda telah mempengaruhi penciptaan komik Mat Som. Di sebalik semua itu, pertembungan nilai desa dan kota dikesan begitu ketara melalui kemasukan syarikat bijih timah, penjualan tanah, pemilihan jodoh, pemikiran dan gaya pakaian dalam kedua-dua karya tersebut.

Kata kunci: komik, pertembungan nilai, sosiobudaya, Budak Kampung, Mat Som

A CORPUS-DRIVEN METHOD TO ESTABLISH A PHRASEOLOGICAL PROFILE OF JOURNAL ARTICLES

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There have been longstanding attempts to establish frequency profiles of words specific to academic genres in order to facilitate learners in writing fluently for academic purposes. A noteworthy effort was made by Coxhead who proposed the Academic Word List (Coxhead, 2000). Recent developments in the field have increasingly regarded phraseological sequences such as lexical phrases, lexical bundles, collocations and lexical frames as crucially important in the academic contexts (Simpson-Vlach & Ellis, 2010). Although numerous studies had compiled various types of phraseological sequences for specific academic purposes, none had comprehensively compiled lists of various types of phraseological sequences specific to one academic field. To address this gap, the present study intends to establish a phraseological profile of academic writing that consists of lists of academic lexical bundles and collocations relevant to the field of International Business Management (IBM). Research articles published in the field of IBM are compiled into a corpus. The software programs Collocate and Antconc are used to generate the relevant frequency information and phraseological sequences from the corpus. The lists of phraseological sequences are manually inspected to exclude the irrelevant or meaningless combinations. The present study contributes to the development of English for Academic Purposes course as the lexical bundles and collocations compiled could be used to develop teaching materials in the course. This study also has implications on the understanding of phraseology in academic writing.

Keywords: phraseological sequences, academic writing, lexical bundles, collocations, phraseological profile

**PENJAJAH YANG KALAH: BACAAN PASCAKOLONIAL TERHADAP
FILEM ADAPTASI “HANYUT”**

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Filem “Hanyut” (2012) merupakan sebuah filem adaptasi kelima arahan U-Wei Shaari dan turut ditayangkan di 150 buah pawagam seluruh Indonesia dengan menggunakan tajuk “Gunung Emas Almayer” pada tahun 2014. Filem ini merupakan sebuah hasil adaptasi daripada novel pertama Joseph Conrad yang bertajuk *Almayer’s Folly*, mengisahkan Kaspar Almayer, seorang pedagang berasal dari Belanda yang berjuang untuk hidup di Tanah Melayu pada awal abad ke-19. Novel ini merupakan hasil pemerhatian, pengalaman dan kajian mendalam Conrad sebagai pelaut mengenai Tanah Melayu yang secara tidak langsung, memperlihatkan bagaimana Conrad memperlihatkan sisi Tanah Melayu dan kekuatan masyarakat Melayu pada waktu tersebut. Apa yang lebih menarik adalah, novel ini berusaha menyampaikan sisi buruk dan gelap masyarakat Melayu di kepulauan Borneo dan cerita khayalan tentang harta dan gunung emas yang dipercayai berada di pedalaman Kalimantan. Pesona cerita khayalan itu dipercayai benar-benar wujud oleh Kasper dan berharap penemuan tersebut akan menyelamatkan dirinya dan anaknya Nina untuk kembali ke Belanda dan menjadi manusia yang dihormati di sana. Makalah ini menggunakan bacaan pascakolonial untuk meneliti bagaimana U-Wei menghidupkan kembali watak-watak anak watan dan bangsa Eropah yang ada dalam novel Conrad ke bentuk filem. Dapatan kajian ini akan menjawab persoalan tentang benarkah bangsa Barat lebih hebat daripada bangsa peribumi? Ironinya, novel ini ditulis oleh penulis Barat yang tidak berniat untuk mengangkat bangsa peribumi sebagai hebat tetapi diinterpretasi secara berbeza oleh U-Wei menerusi filem “Hanyut” dengan gambaran kemenangan itu berpihak kepada bangsa peribumi.

Kata kunci: Filem adaptasi “Hanyut”, Joseph Conrad, U-Wei, bacaan pascakolonial, peribumi

**HISTORY OF INDIAN WOMEN: MIGRATION AND SOCIOECONOMIC
STATUS IN MALAYA, 1900 – 1950**

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This study aimed to evaluate the process of migration and socio-economic status of Indian women in Malaya between 1900 and 1950. The country's sustainable economic growth requires improvement in terms of labour productivity. The economic growth that occurred in Malaya during the British occupation has led to an influx of immigrants from India and China in droves. Indian labour contribution in increasing Malayan economy can't be ignored. The presence of Indian women workers, although not as many as Indian male workers, can still be regarded as something significant in Malaya's economic growth. From the aspect of tradition in India, Indian women were not allowed to go out to earn a living, especially out to a foreign country. However, this situation changed due to unavoidable circumstances. The presence of Indian women in Malaya has put them in an oppressed situation and various parties have taken the opportunity to exploit their position. With a focus on the period from 1900 to 1950, the study will unlock the migration process and the socio-economic position of Indian women in Malaya during the British occupation. Indian women's struggle during the Japanese invasion and their involvement in the Rani of Jhansi brigade will be closely examined. Finally, Indian women's participation in the strikes organized in the estates and their involvement in the trade unions will be given due consideration in this study.

Keywords: immigrant, Indian, women, migration, socio-economy

**WHO IS ACTUALLY WU TIECHENG (1888-1953) OF REPUBLICAN CHINA: A REVIEW
ON LITERATURE OF WU TIECHENG**

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Wu Tiecheng (1888-1953), one of the senior statesmen of the Kuomintang (KMT) and Republican China. Wu had played a decisive role in the development of KMT and government affairs within and beyond China during the Republican era. However, he remains as one of the understudied influential Republican China politicians. Therefore, this paper aims to explore existing literature pertaining to Wu Tiecheng to have a better understanding of Wu. Two main categories of literature related directly and indirectly to him will be explored. The first main category is “direct” Wu Tiecheng literature: literature written, published or originated from Wu. The second main category is “indirect” Wu Tiecheng literature: literature written or published by others focusing only on or related to Wu. By reviewing those literature from various places and different periods, it will not only reveal the merits and defects of this figure, at the same time on those literature different or contrasting views and publication purpose. Furthermore, this will discover Wu’s status, images, character, statements, activities, ability, interpersonal relationships and skills. Moreover, analytical discussion on the literature will show Wu’s uniqueness in Republican history which differentiated him from his peers. That uniqueness are his networks which were linked with the foundation of Wu’s extensive and multiple relationships established through his interpersonal and persuasion skills, apart from his political thought. This paper at the end will conclude by suggesting that uniqueness as aspects for further academic research to be undertaken on Wu in the field of modern Chinese history.

Keywords: Wu Tiecheng, Kuomintang, Republican China, literature, relationship, persuasion

**ANALISIS FILEM *INCEPTION* (2010) BERDASARKAN PEMIKIRAN
AL-GHAZALI BERKENAAN MIMPI**

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Inception (2010) merupakan sebuah filem aksi cereka sains (*sci-fi*) arahan Christopher Nolan yang mauduk utamanya adalah berkenaan mimpi dan realiti. Mimpi merupakan fenomena yang lazimnya berlaku apabila seseorang manusia sedang tidur. Walau bagaimanapun, filem ini cuba mengangkat satu lagi persoalan yang berlegar dalam komuniti ahli falsafah minda iaitu: apakah erti sebenar yang mengatakan bahawa mimpi ialah pengalaman sedar ketika tidur? Perbahasan mengenai perkaitan antara kesedaran dengan mimpi telah dibincangkan berabad lamanya, yang mana dalam sejarah peradaban Barat antaranya dibahaskan oleh ahli falsafah Yunani iaitu Plato. Sungguhpun begitu, menurut Fazlur Rahman, al-Ghazali merupakan ahli falsafah Muslim terawal yang menyabitkan keberadaan alam perantara antara alam empirikal dengan alam rohani bagi menjelaskan kesedaran yang dialami dalam mimpi walaupun ketika seseorang sedang tidur secara fizikalnya. Oleh itu, kertas kerja berhasrat menganalisis filem *Inception* (2010) berdasarkan sudut pandang al-Ghazali berkaitan mimpi. Dengan menggunakan kajian dokumen dan analisis kandungan, kertas kerja ini mengemukakan beberapa plot penting dalam *Inception* (2010) yang dapat dibandingkan dengan pemikiran al-Ghazali, antaranya ialah kematian sebagai suatu singkapan untuk mengesahkan realiti. Dapatan kertas kerja ini secara teorinya menyumbang kepada kerelevanan pemikiran al-Ghazali dalam memahami sesebuah filem yang mengandungi unsur-unsur kefalsafahan.

Kata kunci: *Inception*, mimpi, al-Ghazali, filem cereka sains, kesedaran, falsafah

**AMALAN RUKHSAH DALAM PEMAKANAN MENURUT AL-
QARADHAWI DALAM *AL-HALAL WA AL-HARAM FI AL-ISLAM***

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Konsep Rukhsah atau keringanan ada dibahaskan di dalam disiplin ilmu ilmu usul fiqh dan ada disentuh di dalam kaedah-kaedah fiqh. Antara isu di dalam pengamalan rukhsah adalah perihal pemakanan dan pengubatan. Justeru, artikel ini membincangkan tentang konsep rukhsah dan disusuri dengan sub-sub tajuk yang menjadi asbab kepada keharusan pengamalan rukhsah secara selektif, antaranya dharurah, kelupaan, uzur, kejahilan dan tidak ketahuan tentang sesuatu perkara. Walaubagaimanapun, konsep rukhsah ini mempunyai sempadan dan disiplinnya yang tersendiri, justeru syarat-syarat dan adab-adab pengamalan rukhsah dalam pemakanan dan pengubatan perlu diamati agar pengalaman rukhsah berada di atas landasan yang telah ditetapkan Allah ﷻ dan Rasul-Nya. *Al-Halal wal al-Haram Fi al-Islam* karangan Yusuf al-Qaradhawi adalah antara buku yang banyak menyentuh tentang aspek rukhsah dalam kehidupan umat Islam. Pendapat dan pemikiran beliau terhadap amalan rukhsah dalam pemakanan ini menjadi rujukan dunia Islam.

Kata kunci: rukhsah, pemakanan

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