

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, <i>Panglima Awang</i> Sebagai Sebuah Wacana Nasionalistik Dan Wacana Patriotik Pasca-Kolonialisme Mengenai Seorang Hamba Melayu • Magesawari Deverraju & Dr. Karthees Ponniah Service Ethics in <i>Periya Puranam</i>

		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 • Siti Fadiah Ramdan, Nurhidayah Ashari & Najiyyah Mohamed Said 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, Qaisar Mahmood & Furhat Unnisa Begum 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 / Parallel Session 3 Bilik 1 / Room 1 Tema: Geografi / Theme: Geography 1 Pengerusi Sesi / Session Chairperson: Dr. Nor-Ina Kanyo - Noor Azzah Said, Dr. Suzyrman Sibly, Sharifah Nurlaili Farhana Syed Azhar, Azlan Amran & Norsyazana Ahmad Zamree An Evaluation of Hospitals Disaster Preparedness in Kelantan, Malaysia Through Functional Capacity - 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 Understanding the Determinants of Malaysian Hospitals' Disaster Preparedness: A Conceptual Framework - 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 / Room 2 Tema: Wanita, Budaya & Pendidikan / Theme: Women, Culture & Education Pengerusi Sesi / Session Chairperson: Dr. Mohd Nasir Che Mohd Yusoff - 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 Nor Ain Mayan • 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/ <i>Theme: Literature 3</i> Pengerusi Sesi / <i>Session Chairperson</i>: 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 / <i>Theme: History & Philosophy</i> Pengerusi Sesi / <i>Session Chairperson</i>: 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 <i>Inception</i> (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>