European Proceedings of Social and Behavioural Sciences

Volume 123

Series Editors

Editor-in-Chief
Anita G. Welch (PhD), Professor
Wayne State University, Detroit, Michigan, US

Associate Editors
Kristi Köiv (PhD), Associate Professor
University of Tartu, Tartu, Estonia

Alla Belusova (PhD), Professor
Don State Technical University, Rostov-On-Don, Russian Federation

Jeya Amantha Kumar (PhD), Senior Lecturer
Universiti Sains Malaysia, 11800 Gelugor, Pulau Pinang, Malaysia

European Proceedings of Social and Behavioural Sciences (EpSBS) is an open access, peer-reviewed and refereed series. The main objective of the EpSBS is to promote interdisciplinary studies in social and behavioural sciences by providing a platform for international scholars to disseminate their work.

Topics include but are not limited to anthropology, archaeology, psychology, sociology, philosophy, interdisciplinary humanities, economics, political science and additional entries in related fields, including education, legal studies, environmental studies and media studies. The series also welcomes works highlighting the connection between human activities and social interactions.

The EpSBS publishes theoretical, experimental or application-based works with the objective of contributing to a greater understanding and development of social and behavioural sciences. EpSBS publishes either monographs for example, master thesis/doctoral dissertations or edited volumes based on the outcomes of conferences.

Once published, all proceedings are submitted for evaluation and possible coverage in Web of Science Core Collection™ Conference Proceedings Citation Index - Social Sciences & Humanities (CPCI-SSH).

More information about this series at: https://www.europeanproceedings.com/book-series/EpSBS
RETHINKING COMMUNICATION AND MEDIA STUDIES IN THE DISRUPTIVE ERA

Selected, peer-reviewed papers from International Conference on Emerging Media & Communication 2021 (ICEMC 2021), 1-3 June, 2021, Virtual Event

Edited by:
Juliana Abdul Wahab, Hasrina Mustafa, Nurzali Ismail

Editor(s) Affiliation(s):

Juliana Abdul Wahab, Associate Professor Dr.
Universiti Sains Malaysia

Hasrina Mustafa, Associate Professor Dr.
Universiti Sains Malaysia

Nurzali Ismail, Dr.
Universiti Sains Malaysia
Preface

On behalf of the organising committee, I am pleased to present the proceedings containing selected peer review papers from the International Conference on Emerging Media and Communication 2021 with the theme, Rethinking Communication and Media Studies in the Disruptive Era. The conference was hosted virtually by the school of Communication, Universiti Sains Malaysia, in conjunction with its 50th anniversary of the Communication Program in Malaysia. The conference was graced by our esteemed founder and coordinator of the first communication school in Malaysia, Professor Emeritus Dr. John Lent, and we were privileged to have him as our keynote speaker.

With an aim to have a greater outreach and introduce diversity to the conference, we collaborated with reputed universities, and organisations from across the globe. The collaborators of the conference were Malaysian Association of Communication Educators (MACE), Abu Dhabi University, United Arab Emirates, Assosiasi Pendidikan Tinggi Ilmu Komunikasi (ASPIKOM), Indonesia, Ikatan Sarjana Komunikasi Indonesia (ISKI), Silpakorn University, Thailand, Taylors University, School of Media and Communication and Universitas Gadjah Mada, Indonesia.

The conference aimed to provide a platform for current debates, criticisms, and analysis in the fields of media and communication research, stimulating contemporary discussions surrounding these trends. Emphasis was given to the research, practice, policy, theory, and practical aspects of communication and media. The conference itinerary contained a keynote speech, a plenary session, parallel sessions and a workshop which covered a wide variety of conference sub themes such as Digital Culture, Digital Literacy , Social Media & Identity Construction , Big Data Analytics , Media Convergence & Creative Industries , Emerging Trends in Public Relations, Advertising, Marketing & Branding, Media Security, Health Communication Crisis (Covid), Environmental Communication, Gender, Religion, Society and Ethnicity, Political Communication , Visual Art, Heritage & Popular Culture and Economic Empowerment and Media Technology.

A total of 29 reviewers were involved in the review process. 113 abstracts were accepted, and 72 papers were selected to be presented in a 3-day parallel session. The manuscripts went through a double-blind review process to ensure that they met the conference standard and were in line with the theme and sub themes of the conference. The review committee comprised of both internal and external reviewers with great expertise. Among the 70 papers selected for the conference, 17 papers were selected for publication in the indexed journal, SEARCH, Journal of Media and Communication Research and 40 papers were accepted for the publication in the conference proceedings. With zero tolerance towards plagiarism and to promote and maintain ingenuity, appropriate software was employed.

We hope that the conference has provided an ideal platform to exchange ideas, discuss views and has covered and contextualized many of the current debates concerning relevant issues in the field of media and communication.

Finally, we would like to extend our heartfelt gratitude to the collaborators, the keynote speaker, forum panelists, participants, and workshop facilitators for their contribution and participation in the conference. Last but not the least, a special thank you goes to The Dean of the School, Dr. Nurzali Ismail, the organizing Committee, Technical Team, Moderators and Time-Keepers for their hard work and commitment in making this event a grand success.

24 January, 2022

Convener,
Juliana Abdul Wahab, Associate Prof. Dr,
Universiti Sains Malaysia
Editorial Committee Members

- Hasrina Mustafa, AP Dr., (Universiti Sains Malaysia)
- Nurzali Ismail, Dr., (Universiti Sains Malaysia)
- Juliana Abdul Wahab, AP Dr., (Universiti Sains Malaysia)
- Mohamad Saifudin Mohamad Saleh, Dr., (Universiti Sains Malaysia)
- Shuhaida Md Noor, AP Dr., (Universiti Sains Malaysia)
- Mahadaven Krishnan, Dr., (Universiti Sains Malaysia)
- Nik Norma Nik Hassan, Dr., (Universiti Sains Malaysia)
- Nur Atikah A Rahman, Dr., (Universiti Sains Malaysia)
- Sharifah Nadijah Syed Mukhiar, Dr., (Universiti Sains Malaysia)
- Suriati Saad, Dr., (Universiti Sains Malaysia)
- Bahiyah Omar, AP Dr., (Universiti Sains Malaysia)
- Rohani Hashim, AP Dr., (Universiti Sains Malaysia)
- Apinya Ingard, Prof., (Silpakorn University, Thailand)
- Arwar Bajari, Dr., (Universitas Padjadjaran, Indonesia)
- Dadang Rahmat Hidayat, Dr., (Universitas Padjadjaran, Indonesia)
- Rini Darmastuti, Dr., (Universitas Kristen Satya Wacana, Indonesia)
- Hermin Wahdini, Prof., (Universitas Gadjah Mada, Indonesia)
- Frida Kusumatusti, Dr., (Universitas Muhammadiyah Malang, Indonesia)
- Puji Lestari, Dr., (Universitas Pembangunan Nasional ‘Veteren’ Yogyakarta, Indonesia)
- Endri Listiani, Dr., (Universitas Islam Bandung, Indonesia)
- Leila Mona Ganiem (Universitas Mercu Buana, Indonesia)
- Prasad Nunna Venkata, Prof., (Abu Dhabi University, UAE)
- Ni Made Ras Amanda Gelgel, Dr., (Universitas Udayana, Indonesia)
- Noor Hayat Sargana, Dr., (University of Central Punjab, Pakistan)
- Tevhide Serra Gorpe, Prof., (University of Sharjah, UAE)
- Muhammad Sulhan, Dr., (Universitas Gadjah Mada, Indonesia)
- Yoki Yosanto, Dr., (Sultan Ageng Tirtayasa University, Indonesia)
- Intan Soliha Ibrahim, Dr., (Universiti Malaysia Sabah, Malaysia)

Organizing Committee Members

- Nurzali Ismail, Dr. (Universiti Sains Malaysia)
- Hasrina Mustafa, AP Dr., (Universiti Sains Malaysia)
- Mohamad Saifudin Mohamad Saleh, Dr. (Universiti Sains Malaysia)
- Muhammad Azmawi Barhanudin, (Universiti Sains Malaysia)
- Mohammad Nabil Imran, (Universiti Sains Malaysia)
- Mohd Ashraf Zamri, (Universiti Sains Malaysia)
Editors

Juliana Abdul Wahab, AP Dr.
*Universiti Sains Malaysia*

Hasrina Mustafa, AP Dr.
*Universiti Sains Malaysia*

Nurzali Ismail, Dr.
*Universiti Sains Malaysia*

Keynote Speaker

John Lent, Professor Emeritus, Dr.
*Temple University, USA*

Forum Speakers

Chearion George, Professor Dr.
Hongkong Baptist University, Hong Kong

Krishna Sen, Professor Dr.
University of Western Australia

Jamilah Ahmad, Professor Dr.
*Universiti Sains Malaysia*

Vijay Viswanathan, Professor Dr.
Northwest University, USA

Workshops

**Workshop 1**

“Leveraging new Media in Creating Personal Learning Environment”
(Interactive Session)
Abd Karim Alias, Professor Dr.
Director of Centre for Development of Academic Excellence (CDAE),
*Universiti Sains Malaysia*

**Workshop 2**

Awareness of Fraudulent Practices in Scholarly Publishing
Muhammad Akmal Ahmat,
Senior Librarian,
*Universiti Sains Malaysia*
Collaborators

Abu Dhabi University

Taylor's University, School of Media and Communication

SEARCH Journal of Media and Communication Research

Malaysian Association of Communication Educators

Silpakorn University, School of Media and Communication

Padjadjaran University

Gadjah Mada University, Faculty of Social and Political Sciences, Department of Communication Science

The Association for Higher Education in Communication Studies (ASPIKOM)

Indonesia Communication Scholars Association (ISKI)
# Table of Contents

**No: 1**  
Title: Digital Literacy Among Z Generation in Indonesia  
*Pages: 1-11*  
Author(s): Putri Limilia, Ras Amanda Gelgel, Lintang Ratri Rahmiaji

**No: 2**  
Title: Information Sources and Demographic Profiles on Human Trafficking Information in Indonesia  
*Pages: 12-27*  
Author(s): Putri Limilia, Benazir Bona Pratamawaty, Evie Ariadne Shinta Dewi

**No: 3**  
Title: Vaccination Theme-Misinformation: A Pollution of Information During Covid-19 Pandemic in Indonesia  
*Pages: 28-39*  
Author(s): Santi Indra Astuti, Nuril Hidayah, Cahya Suryani

**No: 4**  
Title: Transcending Pandemics: Conceptualising the Centrality of Communication in Fostering Community Resilience  
*Pages: 40-52*  
Author(s): Shuhaida Md. Noor, Hasrina Mustafa, Nur Atikah A. Rahman, Mastura Jaafar, Edmund Ngo Chun Hou

**No: 5**  
Title: Communication Challenges to Modify Behaviour: A Study in Penang, Malaysia  
*Pages: 53-67*  
Author(s): Shangitha Sadayan, Mahadevan Krishnan, Jamilah Ahmad

**No: 6**  
Title: Exploring Beyond Tactical and Managerial Conventions of Public Relations for Organizational Effectiveness  
*Pages: 68-86*  
Author(s): Mahadevan Krishnan, Jamilah Ahmad

**No: 7**  
Title: Community Mobilization Based on New Media in the Context of Epidemic Control  
*Pages: 87-96*  
Author(s): Feiyang Chen, Dishi Bian

**No: 8**  
Title: Sustainability and Sustainable Tourism for Generation Z: Perspectives of Communication Students  
*Pages: 97-111*  
Author(s): T. Serra Görpe, Burcu Öksüz

**No: 9**  
Title: Survival of Chinese-Language Media in Africa: Media Credibility or Brand Equity?  
*Pages: 112-122*  
Author(s): Dequan Wang, Bahiyah Omar

**No: 10**  
Title: Revisiting Marketing Public Relations Dynamics in the Perspective of Communication  
*Pages: 123-135*  
Author(s): Lidwina Mutia Sadasri, Syaifa Tania, Massageng Widagdhaprasana

**No: 11**  
Title: Digital Media Literacy and Covid-19 Infodemic Among Indonesian Cancer Survivors  
*Pages: 136-146*  
Author(s): Yolanda Stellarosa, Andre Ikhsano
No: 12
Title: Building Parasocial Relationship in Thai Cartoon Character
Pages: 147-155
Author(s): Nathaporn Karnjanapoomi

No: 13
Title: Exploring Government Public Relations Strategies in the Pon Xix Event in 2016
Pages: 156-167
Author(s): M. Suifyan Abdurrahman, Astri Wulandari, Catur Nugroho

No: 14
Title: Visual Interpretation of Painting Themed of Sundanese Traditional Arts in Bandung
Pages: 168-180
Author(s): Soni Sadono (a), Paramitha Pebrianti

No: 15
Title: Covid-19 News Pattern in Malaysiakini During Mco 1.0 & Mco 2.0
Pages: 181-194
Author(s): Loh Yoke Ling, Lim Li Cheng, Mohammed Fadel Arandas, Yong Cheng Fei

No: 16
Title: Embracing New Norms: The Contributive Factors to Student Online Learning Readiness”
Pages: 195-202
Author(s): Muhamad Shamsul Ibrahim, Sarina Yusuf, Nan Zakiah Megat Ibrahim

No: 17
Title: A Systematic Literature Review of Knowledge and Awareness on Terrorism
Pages: 203-218
Author(s): Fauziah Hassan, Siti Suriani Othman, Sofia Hayati Yusoff, Kalsom Ali, Siti Zobidah Omar, Masyithoh Anuar Musaddad

No: 18
Title: Research on Immersive Digital Display Space From the Perspective of Media Ecology
Pages: 219-230
Author(s): Juan Xue, Ran Che

No: 19
Title: Tiktok Addiction Behaviour Among Users: A Conceptual Model and Research Propositions
Pages: 231-243
Author(s): Qin Yao, Bahiyah Omar

No: 20
Title: Marketing Strategies of Museum Culture and Creative Industry in China
Pages: 244-256
Author(s): Shu Wang

No: 21
Title: Digital Pyramid Built by Datafication: Take Bytedance’s Corporate Culture Text for Example
Pages: 257-267
Author(s): Zhao Ziran, Juliana Abdul Wahab

No: 22
Title: Indira’s Legal Battle In Malaysia: A Comparative Study on Malaysian Newspapers Reporting
Pages: 268-277
Author(s): Muhammad Raqib Mohd Sofian, Rizki Briandana, Azman Azwan Azmawati

No: 23
Title: Analyzes How Short-Form Video Apps Affects Popular Culture and People’s Entertainment
Pages: 278-282
Author(s): Jimin Zhang

No: 24
Title: The Communication Dilemma and Strategy of Chinese Zhuang Nationality March 3rd Festival
Pages: 283-295
Author(s): Li Ruiyun, Mastura Mahamed
No: 25
Title: Analysis of Online Social and Educational Language Programs – Ted as an Example
Pages: 296-306
Author(s): Li Yincen, Zhao Yueyang

No: 26
Title: The Female Hosts Blossom in Chinese Television Talk Shows
Pages: 307-316
Author(s): Shang Wenxuan, Mohammed Nabil Imran

No: 27
Title: Making Personal Branding Work Better: The Role of Positive Communication in Organization
Pages: 317-330
Author(s): Muhammad Taufiq Amir, Bambang Sukma Wijaya

No: 28
Title: Research on the Living Intelligent Communication of Chinese Traditional Handmade Paper
Pages: 331-345
Author(s): Chen Zhong, Chen Rui

No: 29
Title: Covid-19 and Its Impact on Tourist Attractions in China: A Baidu Index Analysis
Pages: 346-351
Author(s): Liuhong, Qimin, Xu Xianhang, Nor Asmat Ismail, Zhao Chunshu

No: 30
Title: The Multi-Dimensionality and Ambiguity of Knowledge Construction and Digital Learning
Pages: 352-360
Author(s): Constantine Andoniou

No: 31
Title: Theoretical Approximations in Learning with Digital Technologies and the Fractalization of Meaning
Pages: 361-376
Author(s): Constantine Andoniou

No: 32
Title: Reality The Truth of Religious Practice in Documentary Covid-19
Pages: 377-387
Author(s): Chelsy Yesicha, Faruk, Sugeng Bayu Wahyono

No: 33
Title: Agenda Building on The Online Petition “Free Covid-19 Vaccines for All Indonesians!”
Pages: 388-400
Author(s): Dwini Rahmadina Nisahati

No: 34
Title: The Influence of Anti-Smoking Campaign Among University Students
Pages: 401-413
Author(s): Morissan, Nurhayani Saragih, Feni Fasta, Tri Dhiia Cahyowati

No: 35
Title: Brand Advocates and Crowdsourcing Practices on Social Media: A Conceptual Paper
Pages: 414-429
Author(s): Pushpavalli Maniam, Izzal Asnira Zolkepli, Ramayah Thuramsamy

No: 36
Title: An Overview on Strategic Communication to Handle Pandemic: Health Communication Crisis Covid-19
Pages: 430-444
Author(s): Vimala Govindaraju, Kamalakannan Kunachagan

No: 37
Title: Discourse Analysis of Western Media’s Coverage of East Asia’s Anti-Pandemic Efforts
Pages: 445-455
Author(s): Tianqi Deng
No: 38
Title: A Study of the Use of Electronic Media in Drug Abuse Campaign
Pages: 456-468
Author(s): Mohamad Hafifi Jamri, Nurzali Ismail, Jamilah Ahmad

No: 39
Title: Intermedia Agenda Setting in Covid-19 Vaccine Digital Networks
Pages: 469-482
Author(s): Andhika Kurniawan Pontoh

No: 40
Title: Political Tv Talk Show for Young People in the Disruptive Era
Pages: 483-494
Author(s): Santi Indra Astuti, Juliana Abdul Wahab