

European Proceedings of Social and Behavioural Sciences



Volume 110

Series Editors

Editor-in-Chief

Anita G. Welch   (PhD), Professor
Wayne State University, Detroit, Michigan, US

Associate Editors

Kristi Kõiv   (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>

BREAKING THE BARRIERS, INSPIRING TOMORROW

Selected, peer-reviewed papers from the
7th International Conference on Communication and Media 2020 (i-COME'20), 7-8
November 2020, Virtual Conference hosted in Sintok, Malaysia

Edited by:

Che Su, Mustaffa , Mohd Khairie Ahmad , Norhafezah Yusof , Mohd Baharudin
Othman, Nursafwah Tugiman 

Editor(s) Affiliation(s):

Che Su, Mustaffa, Prof. Dr.
Universiti Utara Malaysia, Malaysia

Mohd Khairie Ahmad, Dr. 
Universiti Utara Malaysia, Malaysia

Norhafezah Yusof, Assoc. Prof. Dr.
Universiti Utara Malaysia, Malaysia

Mohd Baharudin Othman
Universiti Utara Malaysia, Malaysia

Nursafwah Tugiman, Dr.
Universiti Utara Malaysia, Malaysia



ISSN: 2357-1330 (online)

European Proceedings of Social and Behavioural Sciences

ISBN: 978-1-80296-109-6 (e-book)

BREAKING THE BARRIERS, INSPIRING TOMORROW

[https://doi.org/10.15405/epsbs\(2357-1330\).2021.6.2](https://doi.org/10.15405/epsbs(2357-1330).2021.6.2)



© The Editor(s) and The Author(s) 2021. This is an open access book distributed under the Creative Commons CC License BY-NC-ND 4.0. Unported License, permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

This book is published by the registered company European Publisher Ltd. which is registered under the ISO London Limited.

The registered company address is:

293 Green Lanes, Palmers Green, London,

United Kingdom, N13 4XS

Reg. Number: 9219513

Preface

On behalf of the 7th International Conference on Communication and Media (i-COME'20), I am pleased to present the proceedings containing selected peer reviewed papers from our conference on the theme of "Breaking the barriers, inspiring tomorrow" which was held on November 7-8, 2020. This is the first time ever for i-COME to be held virtually via Cisco Webex Platform and i-COME's Youtube Channel. We need to mention that this i-COME'20 was initially planned to be hosted in Kuching Sarawak with the support of the State of Sarawak. Then the COVID-19 pandemic broke-out, throwing all of us into uncharted waters in search of a new normal.

In line with the theme of "Breaking the barriers, inspiring tomorrow", this conference also intends to involve all stakeholders including industry, public agencies, non-governmental organizations (NGOs) and students more intensively. Participants from various academic and professional fields are invited to discuss communication and media barriers, particularly scholarly and practical obstacles to the preparation for the IR4.0 era.

The conference itinerary comprised opening speeches, keynote speeches, plenary session, and parallel sessions which covered thematic sections on communication and media. The presentations were distributed based on 10 areas of research: Managing human in workplace environment, Technology and communication education, Social media usage and cultural perspective, Message strategy and crisis management, Organisational communication, Crisis communication and pandemic issue, Film and advertising, Political Communication, Communication and well-being, and Media and technology.

A total of 126 submissions were received, of these, 78 were accepted and were presented at the congress. Sixty two (62) of them were published in this work. Each author was allocated 15 minutes to present his or her paper either synchronous or pre-recorded. The conference's international scope was provided by participants from Indonesia, Nigeria, Philippines, Pakistan, China, Japan, Thailand, and Brunei Darussalam. The most outstanding papers were "Remote work: New normal communication challenges" (Azelin Aziz, Mohd Khairie Ahmad and S. Maartandan Suppiah), "Twitter usage and the impact on young people's wellbeing" (Mohd Faizal Kasmani, Abdul Rashid Abdul Aziz, Farah Fatin Zulaikha and Mohamad Roslani), "Gender and religion in Malaysian cinema: A study on film by Yasmin Ahmad" (Suria Hani A.Rahman, Rosidayu Sabran, Rosninawati Hussin, Sofia Hayati Yusoff and Selvarani P.Kovil Pillai), "Enhancing Islamic journalistic ethical conduct through press council" (Hafidz Hakimi Haron, Siti Marshita Mahyut, Azwina Wati Abdull Manaf, Amir Nur Ikhwan Amernuddin, Nor Akhmal Abdul Wahab and Muhammad Nor Abdurrahim), "Developing a model of human management for Muslims in creative media industries" (Nur Kareelawati Abd Karim, Rosidayu Sabran, Mohd Rosmizi Abd Rahman, Dini Farhana Baharuddin, Khatijah Othman, Muhammad Khairi Mahyuddin, Eizan Azira Mat Sharif and Sami Salama Hussen Hajjai), "The effectiveness of a persuasive mobile App to influence habit change" (Nurulhuda Ibrahim, Jun Hui Soo and Kay Li Yap), "The Russian crisis communication response beyond MH17 tragedy" (Mohammed Fadel Arandas and Loh Yoke Ling), and "Influence of Tik Tok usage toward positive emotions and relationships" (Lian Tang, Siti Zobidah Omar, Jusang Bolong and Julia Wirza Mohd Zawawi).

The review process for the papers was stringent. The EasyChair System was used to manage papers submission and the review process. While Turnitin, an Internet-based plagiarism detection service was

employed to detect plagiarism. Each submission was subjected to a double-blind review process by two reviewers. The number of submissions received and reviewed was 126, the number of accepted submissions was 62, indicating an acceptance rate of 49%. A total of 45 reviewers participated in the review process, of which 60% were external.

The chair and the committee of the conference express their sincere gratitude to the management of the Universiti Utara Malaysia for their support and the facilities provided for the execution of the event. A special thanks to the fascinating keynote speakers: to YB Dato' Saifuddin Abdullah (Minister of Communication and Multimedia Malaysia); to Dato' Dr. Chong Chee Kheong (Deputy Director-General of Health Malaysia); to Mr. Stefan Priesner, (UN Resident Coordinator); to Professor Emeritus Kim-Shyan Fam (Harbin University of Commerce, China). A special appreciation also goes to Professor Emeritus Samsudin Abdul Rahim (Universiti Kebangsaan Malaysia); Dr. Murni Wan Mohd Nor (Universiti Putra Malaysia) and Dr. Rahmat Shazi (ShazInnovation Solution). Additionally, special thanks to the 78 presenters who participated in the conference. The 7th International Conference on Communication and Media was hosted by School of Multimedia Technology and Communication wish to extend respected appreciation to the partner institutions (Universiti Sains Islam Malaysia, ARS University (Indonesia) and Kolej Universiti Poly-Tech MARA Kuala Lumpur), sponsors, presenters, and all for contributing values to this conference. Lastly, our special thanks to the members of the organizing committee, scientific and peer review committee and the logistics and information technology team of Universiti Utara Malaysia.

6 June, 2021

Conference Chair, Dr. Suhaini Muda

Universiti Utara Malaysia

Chairs

Chair, Dr. Suhaini Muda,
Universiti Utara Malaysia, Malaysia

International Scientific/Editorial Committee Members

- Emeritus Professor Samsudin Abdul Rahim,
Universiti Kebangsaan Malaysia, Malaysia
- Emeritus Professor Chen Ling,
Hong Kong Baptist University, Hong Kong
- Professor Dato' Sri Syed Arabi Syed Abdullah Idid,
International Islamic University Malaysia, Malaysia
- Professor Ang Peng Hwa,
Nanyang Technological University, Singapore
- Professor Bradley C. Freeman,
Sunway University, Malaysia
- Professor Patrice M. Buzzanell,
University of South Florida, USA
- Professor Che Su Mustafa,
Universiti Utara Malaysia, Malaysia
- Assoc. Prof. Dr. Haslina Halim,
Universiti Utara Malaysia, Malaysia
- Assoc. Prof. Dr. Norhafezah Yusof,
Universiti Utara Malaysia, Malaysia
- Assoc. Prof. Dr. Norsiah Abdul Hamid,
Universiti Utara Malaysia, Malaysia
- Dr. Mohd Khairie Ahmad,
Universiti Utara Malaysia, Malaysia
- Dr. Rahmat Shazi,
ShazInnovation Solution, Malaysia
- Dr. Suhaini Muda,
Universiti Utara Malaysia, Malaysia
- Dr. Tony Wilson,
London School of Economics and Political Science, UK

Organizing Committee Members

- Dr. Jamilah Jamal,
Universiti Utara Malaysia, Malaysia
- Dr. Joyce Cheah Lynn-Sze
Universiti Utara Malaysia, Malaysia
- Professor Che Su Mustafa
Universiti Utara Malaysia, Malaysia
- Assoc. Prof. Dr. Norhafezah Yusof
Universiti Utara Malaysia, Malaysia
- Assoc. Prof. Haslina Halim
Universiti Utara Malaysia, Malaysia
- Dr. Mohd Zuwairi Mat Saad
Universiti Utara Malaysia, Malaysia
- Dr. Adibah Ismail
Universiti Utara Malaysia, Malaysia
- Dr. Abbas Ramdani
Universiti Utara Malaysia, Malaysia
- Dr. Romlah Ramli
Universiti Utara Malaysia, Malaysia
- Dr. Azlina Kamaruddin
Universiti Utara Malaysia, Malaysia
- Mohd Baharudin Othman
Universiti Utara Malaysia, Malaysia
- Nuredayu Omar
Universiti Utara Malaysia, Malaysia
- Marzura Ibrahim
Universiti Utara Malaysia, Malaysia
- Azirawati Ayob
Universiti Utara Malaysia, Malaysia

- Dr. Nursafwah Tugiman
Universiti Utara Malaysia, Malaysia
- Dr. Mohd Khairie Ahmad
Universiti Utara Malaysia, Malaysia
- Dr. Syarizan Dalib
Universiti Utara Malaysia, Malaysia
- Dr. Mohamad Noor Salehuddin
Sharipudin
Universiti Utara Malaysia, Malaysia
- Mr. Mohamad Suhail Ramazan
Universiti Utara Malaysia, Malaysia
- Nafiza Ahmad
Universiti Utara Malaysia, Malaysia
- Nurfaizah Saidin
Universiti Utara Malaysia, Malaysia

Keynote Speakers

Embracing the Fourth Industrial Revolution: Breaking the Barriers and Opening Doors for Communication and Multimedia Industries

YB Dato' Saifuddin Abdullah, Minister
Ministry of Communication and Multimedia, Malaysia

COVID-19: Integrating Emergency Risk Communication into Health and Emergency Response System

Dato' Dr. Chong Chee Kheong, Deputy Director-General of Health
Ministry of Health, Malaysia
Sustainable Development Goals for Communication and Information in IR4.0 Era
Stefan Priesner, UN Resident Coordinator for Malaysia, Singapore and Brunei Darussalam
United Nations

The Geography of Doing Business: Communicating and Adapting to Change Amidst COVID-19 Pandemic

Kim Shyan Fam, Professor Emeritus
Harbin University of Commerce, China

Plenary Speakers

Mitigating Online Hate Speech and Radicalisation in the Age of Interconnected World - Educational Perspective

Samsudin Abdul Rahim, Professor Emeritus
Universiti Kebangsaan Malaysia, Malaysia

Mitigating Online Hate Speech and Radicalisation in the Age of Interconnected World - Legal Perspective

Dr. Murni Wan Mohd Nor, Senior Lecturer
Universiti Putra Malaysia, Malaysia

Mitigating Online Hate Speech and Radicalisation in the Age of Interconnected World - Technological Perspective

Dr. Rahmat Shazi, Director
ShazInnovation Solution, Malaysia

Partner Institutions

Universiti Sains Islam Malaysia, Malaysia



UNIVERSITI SAINS ISLAM MALAYSIA
جَامِعَةُ الْعُلُومِ الْإِسْلَامِيَّةِ الْمَالِيزِيَّةِ
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA

ARS University, Indonesia



ARS UNIVERSITY

Kolej Universiti Poly-Tech MARA Kuala Lumpur, Malaysia



Table of Contents

No: 1

Title: Remote Work: New Normal Communication Challenges

Pages: 1 - 7

Author(s): Azelin Aziz, Mohd Khairie Ahmad, S. Maartandan Suppiah

No: 2

Title: Instrument Development to Measure Message Strategy

Pages: 8 - 15

Author(s): Nan Zakiah Megat Ibrahim, Aida Suhana Hamid, Aida Zuliyana Ahmad Anuar, Nurul Zaitul Itri Alias

No: 3

Title: Express Brand Personality as Personal Branding

Pages: 16 - 23

Author(s): Romlah Ramli, Suhaida Idayu Sukor

No: 4

Title: Meanings of Iranianness for Young Viewers of the Reality Show Befarmaeed Sham

Pages: 24 - 32

Author(s): Alireza Azeri Matin

No: 5

Title: News Commercialization and National Development in Nigeria

Pages: 33 - 41

Author(s): Adibah Ismail, Nazif Abba Pali, Woyopwa Shem

No: 6

Title: Media Literacy of Sarawak Youth Towards the Official Documentary Film

Pages: 42 - 50

Author(s): Loh Yoke Ling, Mohd. Nor Shahizan Ali, Normah Mustaffa, Mohammed F. M. Arandas

No: 7

Title: Message Strategies to Increase Facebook Engagement

Pages: 51 - 57

Author(s): Muhamad Shamsul Bin Ibrahim, Khairulnissa Abdul Kadir, Logeswary Krisnan, Manimaran A/L Krishnan Kaundan, Mohd Khaidir Abdul Hamid, Laila Muhammad

No: 8

Title: The Russian Crisis Communication Response Beyond MH17 Tragedy

Pages: 58 - 65

Author(s): Mohammed Fadel Arandas, Loh Yoke Ling

No: 9

Title: The Equality Communication Model for Teaching Local Languages in Indonesia

Pages: 66 - 72

Author(s): Dasrun Hidayat, Anisti, Gartika Rahmasari, Asaas Putra

No: 10

Title: Political Communication Pattern of Hizbut Tahrir Indonesia After Dissolved

Pages: 73 - 79

Author(s): Sukatno Krisbianto, Dasrun Hidayat, Subhan Zainuri Ikhsan

No: 11

Title: Islamic-Based Political Party Branding in the 2019 of Legislative Election

Pages: 80 - 86

Author(s): Acep Rohendi, Dasrun Hidayat, Ayu Kristiami

No: 12

Title: Ippar Model: Character Building Program Strategy In Religion Based School

Pages: 87 - 94

Author(s): Dasrun Hidayat, Purwadhi, Adi Akbar Virdaus

No: 13

Title: Oral Tradition of Indigenous Characters in Telling the History of Mahmud

Pages: 95 - 103

Author(s): Titin Suhartini, Dasrun Hidayat, Den Rizal Gunawan

No: 14

Title: Millennial Bandung Indonesia Views Hoaxes on Social Media

Pages: 104 - 112

Author(s): Nela Widiastuti, Atie Rachmiatie, Dasrun Hidayat, Radho Aquarista

No: 15

Title: The Impact of Brand Development Strategy on Brand Equity

Pages: 113 - 120

Author(s): Rohana Mijan, Shuhaida Md Noor, Noor Aziah Abdullah

No: 16

Title: The Role of Mass Media in Fighting Rural Poverty in Kano, Nigeria

Pages: 121 - 127

Author(s): Mohammed Jamilu Haruna, Aminu Zubairu Surajo

No: 17

Title: The Roles of Public Relations (PR) Practices as Professional Profession In Malaysia

Pages: 128 - 133

Author(s): Aida Zuliyana Ahmad Anuar, Nan Zakiah Megat Ibrahim, Aida Suhana Abd Hamid

No: 18

Title: The Influence Of CSR On Company's Non-Financial Performance: A Review on Literature

Pages: 134 - 141

Author(s): Wan Nor Hidayah Wan Afandi

No: 19

Title: Managerial Perspective on Internal Crisis Communication (ICC)

Pages: 142 - 148

Author(s): Aida Suhana Abdul Hamid, Aida Zuliyana Ahmad Anuar, Nan Zakiah Megat Ibrahim

No: 20

Title: Communication Gap and Ethno-Religious Dispute in Nigeria: A Barrier to Sustainable Development

Pages: 149 - 155

Author(s): Abdulkadir Shitu Umar, Aminu Zubairu Surajo, Adamu Tijjani Yahya

No: 21

Title: Medical Social Welfare Services and Role of Health Communication in Kano, Nigeria

Pages: 156 - 161

Author(s): Adamu Tijjani Yahya, Aminu Zubairu Surajo, Abdulkadir Shitu Umar

No: 22

Title: Enhancing Islamic Journalistic Ethical Conduct Through Press Council

Pages: 162 - 169

Author(s): Hafidz Hakimi Haron, Siti Marshita Mahyut, Azwina Wati Abdull Manaf, Amir Nur Ikhwan Amernuddin, Nor Akhmal Abdul Wahab, Muhammad Nor Abdurrahim

No: 23

Title: Political Information Efficacy and Sense-Making Process: "Structural Equation Modelling" (SEM) Approach

Pages: 170 - 177

Author(s): Suhaimee Saahar Saabar

No: 24

Title: Some Like It Hoax : Lessons in Regulating Fake News in Malaysia

Pages: 178 - 185

Author(s): Hafidz Hakimi Haron, Farid Sufian Shuaib, Nadiah Arsat

No: 25

Title: Information Processing Through Frame Setting Towards Audience Cognition on Lgbt Issues

Pages: 186 - 193

Author(s): Julia Wirza Mohd Zawawi, Hamisah Hasan, Kho Suet Nie, Akmar Hayati Ahmad Ghazali

No: 26

Title: Rhetorical Persuasion by Adapting Logos in Public Speaking

Pages: 194 - 201

Author(s): Azlina Kamaruddin

No: 27

Title: The Impact of Confucianism on Interpersonal Communication Among Younger Generations

Pages: 202 - 210

Author(s): Joyce Cheah Lynn-Sze, Pua Kit Yin

No: 28

Title: Innovation, Strategic Communication and Sustainability: The Case for Communication Change

Pages: 211 - 216

Author(s): Norhafezah Yusof, Nor Aziah Mehat, Akmariela Ahmad Sayuti, Junaidah Yusof, Mohammed Jasim Mohsin Al Jasim

No: 29

Title: Environmental Citizenship: An Impossible Mission? – A Revisit

Pages: 217 - 222

Author(s): Nor Hayati Mohd Jalil, Mohd Khairie Ahmad

No: 30

Title: Customer Satisfaction Towards Communication Skills of the Franchise Restaurant Frontliners

Pages: 223 - 230

Author(s): Suhaini Muda, Sabrina Mohd Rashid

No: 31

Title: Exploring Issues of Student Intercultural Competence: The Case of Rakan Cas

Pages: 231 - 238

Author(s): Syarizan Dalib

No: 32

Title: Gender and Religion In Malaysian Cinema: A Study on Yasmin Ahmad's Films

Pages: 239 - 246

Author(s): Suria Hani A.Rahman, Rosidayu Sabran, Rosninawati Hussin, Sofia Hayati Yusoff, Selvarani P. Kovil Pillai

No: 33

Title: Eye on Digital Media Literacy From the Perspective of 'Generation Z'

Pages: 247 - 253

Author(s): Ker Yuek Li, Megat Aman Zahiri, Nurul Farhana Jumaat

No: 34

Title: Developing a Model of Human Management for Muslims in Creative Media Industries

Pages: 254 - 262

Author(s): Nur Kareelawati Abd Karim, Rosidayu Sabran, Mohd Rosmizi Abd Rahman, Dini Farhana Baharuddin, Khatijah Othman, Muhammad Khairi Mahyuddin, Eizan Azira Mat Sharif, Sami Salama Hussien Hajjaj

No: 35

Title: Twitter Usage and the Impact on Young People's Wellbeing

Pages: 263 - 270

Author(s): Mohd Faizal Kasmani, Abdul Rashid Abdul Aziz, Farah Fatin Zulaikha

No: 36

Title: Influence of Tiktok Usage Toward Positive Emotion and Relationship

Pages: 271 - 280

Author(s): Lian Tang, Siti Zobidah Omar, Jusang Bolong, Julia Wirza Mohd Zawawi

No: 37

Title: Factors Pressuring Worker's Personal Wellbeing at Media Workplace Environment

Pages: 281 - 289

Author(s): Rosidayu Sabran, Nur Kareelawati Abd Karim

No: 38

Title: Factors Affecting A Youtubers' Fame Among Students

Pages: 290 - 297

Author(s): Manahil Shahzad, Ali Salman

No: 39

Title: Hotel Employee Retention: Do Workplace Environment, Leader Communication and Job Satisfaction Matter?

Pages: 298 - 304

Author(s): Haslina Halim, Tengku Mohd Asrulhaidar Tengku Radin, Farah Lina Azizan, Nazrul Shazleen Nazri

No: 40

Title: News Between Malaysia and Indonesia: Editorial Interest in Conflict Of Interest

Pages: 305 - 313

Author(s): Nik Norma Nik Hasan, Bonaventura Satya Bharata, Azrina Husin, Herlina Agustin

No: 41

Title: Exploratory Factor Analysis: Gossiping as a Medium of Organisational Communication

Pages: 314 - 322

Author(s): Wan Yusoff Wan Shahrudin, Mokhtarrudin Ahmad, Suhaida Omar

No: 42

Title: Students' Knowledge and Awareness of Western News Reporting on Islam and Muslims

Pages: 323 - 331

Author(s): Fauziah Hassan, Kalsom Ali, Sofia Hayati Yusoff, Siti Suriani Othman, Siti Zobidah Omar

No: 43

Title: Coronavirus Exacerbates Xenophobia: Deconstructing Otherness in the Twitter

Pages: 332 - 340

Author(s): Norena Abdul Karim Zamri, Norazlinda Mohammad, Liza Marziana Mohamad Noh, Ameiruel Azwan Ab Aziz, Harniyati Hussin, Abdul Rauf Ridzuan, Siti Nurshahidah Sah Allam, Rosilawati Sultan Mohideen, Noor Zuleika Zulkipli

No: 44

Title: The Effectiveness of Social Media in Promoting Self-Care During Covid-19

Pages: 341 - 348

Author(s): Abd Rauf Ridzuan, Rosilawati Sultan Mohideen, Siti Nurshahidah Sah Allam, Arif Zulkarnain, Amia Luthfia, Norena Abd Karim Zamri, Ilya Yasnoriza Ilyas, Aini Faezah Ramlan

No: 45

Title: Why Do I Addict With Mobile Phone: The True Story of Youth

Pages: 349 - 356

Author(s): Siti Aisyah Ramli, Akmar Hayati Ahmad Ghazalim, Hayrol Azril Mohamed Shafril

No: 46

Title: Satisfaction Level of Malaysians Towards Government's Crisis Management Practice During Covid-19

Pages: 357 - 365

Author(s): Rosilawati Sultan Mohideen, Abdul Rauf Ridzuan, Siti Nurshahidah Sah Allam, Siti Aminah Abd Wahab, Ilya Yasnorizar Ilyas, Norena Abdul Karim Zamri, Aini Faezah Ramlan

No: 47

Title: Perception of Delivery Services in Malaysia During Movement Control Order (MCO)

Pages: 366 - 372

Author(s): Ilya Yasnorizar Ilyas, Abdul Rauf Ridzuan, Rosilawati Sultan Mohideen, Siti Nurshahidah Sah Allam, Siti Aminah Abd Wahab, Mohd Hilmi Bakar, Aini Faezah Ramlan

No: 48

Title: The Role of Government Online Crisis Communication Framework in Strengthening Public Trust

Pages: 373 - 379

Author(s): Jamilah Jamal, Suhaini Muda, Norhafezah Yusof

No: 49

Title: Regulating Online News Portals In Malaysia – Reference to Independent Press Standards Organisation

Pages: 380 - 387

Author(s): Nazli Ismail Nawang, Aminuddin Mustaffa, Abdul Majid Tahir Mohamed

No: 50

Title: English Profanity on Social Media: Linguistic Preferences and Reasons for Use

Pages: 388 - 396

Author(s): Noraziah Mohd Amin, Mohamad-Noor Salehuddin Sharipudin

No: 51

Title: Hijab Style and Modesty on Instagram Among Three Hijab Brands in Malaysia

Pages: 397 - 404

Author(s): Teh Su Yen, Bazlin Darina Ahmad Tajudin

No: 52

Title: The Process of Qualitative Interview: Practical Insights for Novice Researchers

Pages: 405 - 413

Author(s): Abderrahmane Benlahcene, Abbas Ramdani

No: 53

Title: Enhancing Students' Oral Presentation Skills by Using Facebook

Pages: 414 - 422

Author(s): Rajiv Raj A/L Pusparaju, Eda Idoera Bt Mohd Yusak, Shamladewi A/P Maruthamuthu

No: 54

Title: An Examination of Sebenarnya.My as a Fact-Checker

Pages: 423 - 431

Author(s): Laila Suriya Ahmad Apandi, Mohd Dino Khairri Sharifuddin, Suhaini Muda

No: 55

Title: The Relationship Between Willingness to Communicate and Communication Confidence

Pages: 432 - 439

Author(s): Vinothini Ramachandran, Paramjit Kaur

No: 56

Title: Social Media: Contributors to Relationship Dissolution?

Pages: 440 - 448

Author(s): Nathasya Mohd Kamal

No: 57

Title: User Acceptance of 'Okue' Mobile Entrepreneurship Application for People With Disabilities

Pages: 449 - 457

Author(s): Jasni Ahmad, Christine Liu Sze Jia, Tam Wen Wei, Fakhrol Anuar Aziz

No: 58

Title: Online Business Trends Among Universiti Utara Malaysia Students

Pages: 458 - 464

Author(s): Fakhrol Anuar Aziz, Jasni Ahmad

No: 59

Title: Cyber Wellness Among Malaysian Youth: The Case of Cyberreadi Malaysia

Pages: 465 - 472

Author(s): Mohd Khairie Ahmad, Shahizan Hassan, Norshuhada Shiratuddin, Hammuzamer Irwan Hamzah, Mohd Zuwairi Mat Saad

No: 60

Title: Social Media Motives, Well-Being And Flourishing Among Housewives: A Structural Model

Pages: 473 - 481

Author(s): Norsiah Abdul Hamid, Mohd Sobhi Ishak, Sabrina Mohd Rashid

No: 61

Title: The Effectiveness of Communication Technology, Ipad in Delivering Messages for School Students

Pages: 482 - 490

Author(s): Rosninawati Hussin, Mazny Abdullah

No: 62

Title: The Effectiveness of a Persuasive Mobile App to Influence Habit Change

Pages: 491 - 497

Author(s): Nurulhuda Ibrahim, Soo Jun Hui, Yap Kay Li