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EDITOR|AL

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KPP WORDS

Assalamualaikum

It is an incredible privilege to be here today as head of our hardworking publication team. Our journey as a team has been nothing short of inspiring. Together, we've navigated through the currents of information, shaping it into the valuable content that our readers eagerly anticipate.

Our success is not solely measured by the number of copies distributed but by the impact we create through words. We've shared stories, delivered news, and fostered connections. Our publication has become a bridge between ideas and understanding. I am proud of each article's contribution and every relentless dedication and unwavering commitment. It is our creativity, expertise, and teamwork that make our newsletter a valuable resource for our readers.

Let's continue to push the boundaries of our craft, explore new horizons, and inspire our audience. Our journey is far from over, and the stories we have yet to tell are boundless.

Thank you for your hard work and passion. Here's to another year of exceptional storytelling and meaningful connections!

EDITOR WORDS

Assalamualaikum WBT to all of you

As an Editor of this newsletter, we would like to thank all of you for your contributions and commitments, and we would like to express sincere gratitude to all the lecturers, students, and upcoming graduates who have been instrumental in the development of FKPM at Rembau Campus.

The faculty is now entering a new chapter. Proudly announce our first series of newsletter from the Faculty of Communication and Media Studies Rembau Campus which is entitled 'MC Newsletter'. Hence, this will be an official platform for lecturers and students to convey their ideas in a written version. This newsletter will eventually find its way to grasp success and excellence in academic and non-academic achievements. It will eventually make its mark on the new campus instead of being a mere existence.

Different gazes with different people will leave their unique mark. Most significantly, these spirits will be unified together under one faculty, learning from and then evolving from one another. Each soul will carry hopes, dreams, secrets, vision, and mission to maintain our faculty's name in the future. Each of these souls will have a colorful narrative waiting to be shared.

THE Z.E.N

EMPOWERING SUSTAINABILITY THROUGH CIRCULAR DESIGN AND WASTE MANAGEMENT

By: Efina Hamdan & Muhammad Yasier Yatimi Rusmadi

The Faculty of Communication and Media Studies UiTM Negeri Sembilan Rembau Campus in collaboration with Majlis Rekabentuk Malaysia has recently hosted an event called "The Z.E.N (Zero-waste Environmental Network)" with the aim of raising awareness about the environmental impact of solid waste and pollution. The event also promoted the use of sustainable technologies by incorporating circular design principles. Taking place from June 23rd to June 25th at Institut Latihan FAMA in Port Dickson Negeri Sembilan, the program involved participation from the local community as well as final year students of Diploma in Communication and Media.

The program featured a variety of engaging activities designed to empower participants with a deeper understanding of waste management and cultivate a sustainable mindset. These activities includes a thought-provoking talk on circular design entitled "Don't Waste Your Waste", a demonstration of 3D printing, a competition where participants could showcase their skills in transforming waste into reusable products and a beach cleanup initiative at Pantai Telok Pelandok in Port Dickson, in which contributed to the preservation and conservation of coastal ecosystems.

Through these initiatives, the program aims to inspire and educate participants, instilling in them a profound understanding of waste management practices and fostering a strong commitment to sustainable living. Together these activities strive to empower individuals to become active agents of change in building a more sustainable future for their communities and the planet.

"I think this program should be continued in the future because we need to raise awareness, not only within students, but also to the general community. Therefore, if the public community sees UiTM Making initiatives like this, they should

Students of Diploma in Communication and Media, together with Majlis Rekabentuk Malaysia's representative after the beach cleanup session at Pantai Telok Pelandok, Port Dickson

The participants engaged in an upcycling activity "From Waste to Wow".

Husaini Ismail (left) explaining the works of the 3D printer to Assoc. Prof. Dr. Muhammad Hakimi Tew Abdullah (right)

cooperate in participating in those events" said Husaini Ismail, the Director of Majlis Rekabentuk Malaysia at The Z.E.N's closing ceremony.

Assoc. Prof. Dr. Muhammad Hakimi Tew Abdullah, Assistant Rector UiTM Rembau Campus who also attended the closing ceremony praised The Z.E.N as a valuable program that promotes environmental awareness. He added that there should be no end to such programs. The students together with the community should adopt zero-waste practices in their daily lives.

The program's success was made possible through generous sponsorship from Shell, Bank Islam, Tealive and a group of dedicated individuals. Their support played a vital role in organizing an impactful event, equipping participants with valuable knowledge and empowering them to actively contribute to a greener future.

MASS COMMUNICATION
INDUCTION DAY!

By: Tajul Hafiz bin Tajul Mazlan

A fresh semester with brand-new mass communication students will bring back the mass communication induction day, commonly known as Hello Masscommers!, on May 20, 2023. The mass communication and media faculty's DK200 was the location for the event. Thanks to the Media and Communication Student Club (MCSC), which assisted in organising the event, it was a wonderful success. To introduce first-year students to their mass communication and media education, Hello Masscommers has become a tradition. Additionally, it aims to forge new connections amongst fresh "masscommers." The occasion was jam-packed with enjoyable activities to let the students and other club members get to know one another.

The preparation for the entire event, which included things like organising the food order, the equipment for the activities, reserving the space, and other things, took close to two weeks. The club members were upset when just a few people turned there because they had anticipated a full house. The project manager's fast thinking talents prevented this problem. To make the celebration more exciting, he advised the club members to bring their friends. Luckily, the rapid thinking prevented a disastrous outcome. The tournament then began with a round of "senamrobik" to get everyone warmed up. Then, more activities like "coffee or tea?" and "water pong" were added to the schedule.

Following the events, the participants were instructed to enter DK200 and prepare the area for the following ceremony. Two of the club members then ushered the VIPs. The project manager gave a speech after a briefing session and before the Head of Mass Communication and Media, Madam Maizura Manshor, resumed the event. The purpose of the briefing was to inform the incoming students about the course's emphasis on mass communication and media. The club president presided over the second briefing and delivered a speech. The club and its members are introduced during her briefing session.

After the educational briefing and interesting speaking portions, the enthusiasm in the room started to fade as the event drew to a close. After gaining a plethora of knowledge, the guests were graciously led out of the space along with the notable VIPs who left shortly after. The participants were then instructed to wait at a location for another activity that had become customary for this course, a "shower ritual" in which they received welcome showers from the lecturers and seniors. The rite employed water balloons that had been prepared in advance. The new enrollees were now referred to as "masscommers." Both the committed organisers and the passionate guests had a tangible feeling of significance during the whole event, creating a lasting impression. The project manager took a minute to express his sincere appreciation to the committed club members whose steadfast support and efforts played a crucial part in making the event a resounding success as he thought back on the incredible outcome. He expressed his hope that this special event will become a treasured yearly tradition, encouraging friendships and information sharing for years to come, with a sense of anticipation.

SEMARAK IHYA' RAMADAN

Oleh: Putri Nur Gustawina

Pada 13 April 2023, Media and Communication Students Club (MCSC) dengan kerjasama Unit Hal Ehwal Islam, Pusat Islam telah menganjurkan satu program kerohanian iaitu Ihya' Ramadan. Program ini bertujuan untuk memupuk sifat kerohanian dalam diri para peserta sepanjang Bulan Ramadan. Melalui program ini, MCSC bersependapat untuk memberi pengalaman baru kepada ahli kelab yang menjalani ibadah berpuasa buat pertama kalinya di UiTM Kampus Rembau. Majlis Tertinggi MCSC, Sukarelawan yang terdiri dari barisan pelajar UiTM Rembau serta Unit Hal Ehwal Islam telah bekerjasama untuk memasak bubur lambuk untuk diagihkan kepada semua pelajar Semester 1 dan Semester 2, Fakulti Komunikasi dan Pengajian Media seterusnya mendengar ceramah untuk memantapkan sifat kerohanian dalam diri pelajar. Perkara ini selaras dengan bidang Komunikasi dan Media yang amat mendorong perkembangan rohani dan jasmani yang seimbang dikalangan para pelajar. Justeru itu,program ini amat sesuai untuk para peserta untuk menimba pengalaman baharu disamping meningkatkan kerohanian dalam diri sendiri .

Para Ahli Jawatankuasa aktiviti telah berkumpul seawal jam 8 pagi di hadapan Pusat Islam untuk memasak Bubur Lambuk yang mengambil masa lebih 3 jam untuk disaji dan diedarkan kepada para Pelajar. Meskipun aktiviti ini berlangsung pada bulan Ramadan, Para AJK Pelaksana Aktiviti cekal dan tekun untuk menjayakan bubur lambuk meskipun sedang berpuasa. Buat pengetahuan ramai, ini merupakan pengalaman pertama bagi semua AJK Pelaksana untuk memasak bubur lambuk dalam kuantiti yang boleh diberi kepada lebih 500 orang. Pengagihan bubur lambuk dilakukan selepas Ceramah Ihya' Ramadan yang disampaikan oleh Ustaz Muhammad Al-Ghazalli Bin Abdol Malek selaku wakil Unit Hal Ehwal Islam, Pusat Islam. Ceramah ini telah dihadiri oleh para pelajar Semester 1 dan Semester 2, Fakulti Komunikasi dan Pengajian Media, Kampus Rembau setelah selesai Solat Asar secara berjemaah. Pada jam 5:30 petang, iaitu setelah ceramah tamat, pengagihan bubur lambuk yang telah dimasak oleh Para AJK yang bertugas pada para hadirin dan juga pelajar UiTM Rembau.

Program ini telah mendapat impak serta maklumbalas yang positif dari para hadirin serta pelajar UiTM Rembau kerana mereka dapat mengisi masa lapang mereka pada bulan ramadan dengan perkara yang berfaedah disamping mendapat bubur lambuk secara percuma. Bagi pihak AJK pelaksana program pula, program ini memberi pengalaman yang hebat dan mereka amat berpuas hati diakhir program. "Berat sama dipikul, ringan sama dijinjing" itu lah peribahasa yang tepat bagi menggambarkan kerjasama erat dan hubungan silaturahim yang semakin akrab di antara Para AJK Pelaksana dalam menjayakan program ini. Akhir kata, MCSC berharap agar hubungan yang makin tersimpul erat ini kekal dan program Ihya Ramadan ini menjadi program lazim ketika bulan Ramadan di kampus.

# EMPOWERING COMUNICATION AND MEDIA STUDIES STUDENTS:
THE MCSC JOURNEY

By: Siti Suraya Binti Subarman

Since its inception in 2017, the Media and Communication Student Club (MCSC) at UiTM Cawangan Negeri Sembilan Kampus Rembau has been a cornerstone of support and growth for students pursuing a Diploma in Media and Communication Studies. This club serves as a dynamic platform for students to collaborate, learn, and contribute to the vibrant academic environment at UiTM Cawangan Negeri Sembilan Kampus Rembau.

At the helm of MCSC are five dedicated advisors Madam Farah Hazween, Sir Muhammad Nabihan, Sir Ahmad Syakir, Miss Wan Anis Aqilah, and Madam Amirah. These advisors play a crucial role in guiding MCSC members, offering insights, and ensuring the smooth operation of the club's activities. Their consistent guidance has been instrumental in nurturing an atmosphere of creativity and learning within the club.

MCSC operates with a structured leadership system, led by a high council in 2023/2024 comprising passionate and dedicated individuals who oversee various aspects of the club's functioning. President Arriesha Nabilah, a dynamic third semester Masscomm student, leads MCSC with inspiration, fostering a supportive and growth-oriented environment. Secretary Siti Suraya, a fourth semester Masscomm student, handles administrative tasks and coordinates meetings, ensuring seamless communication within the club. Treasurer Tajul Hafiz, a meticulous third semester Masscomm student, manages the club's finances, playing a pivotal role in program success. Protocol Putri Nur Gustawina, a disciplined fourth semester Masscomm student, ensures order and decorum during club events, maintaining a professional atmosphere. Publicity Ainul Najihah, a fourth semester Masscomm student, skilfully handles engaging content for MCSC's social media platforms, boosting outreach. Multimedia Muhammad Fakhrul, a talented third-semester Diploma Masscomm student, creates visually captivating event posters, enhancing the club's online presence. Entrepreneurship Nurauni Iyazi manages fundraising efforts and participation in festivals, fostering financial sustainability for the club's endeavours. Special Task Nur Aina Nadhirah, a fourth semester Masscomm student, offers her support across various roles, displaying the flexibility and unity within MCSC. News and Documentation Danish Effendy, a third-semester Diploma Masscomm student, diligently maintains alumni and ex-high council records, preserving the club's history and achievements. Additionally, we have a dedicated secretariat under the MCSC club that plays a crucial role in ensuring the smooth organization of various activities.
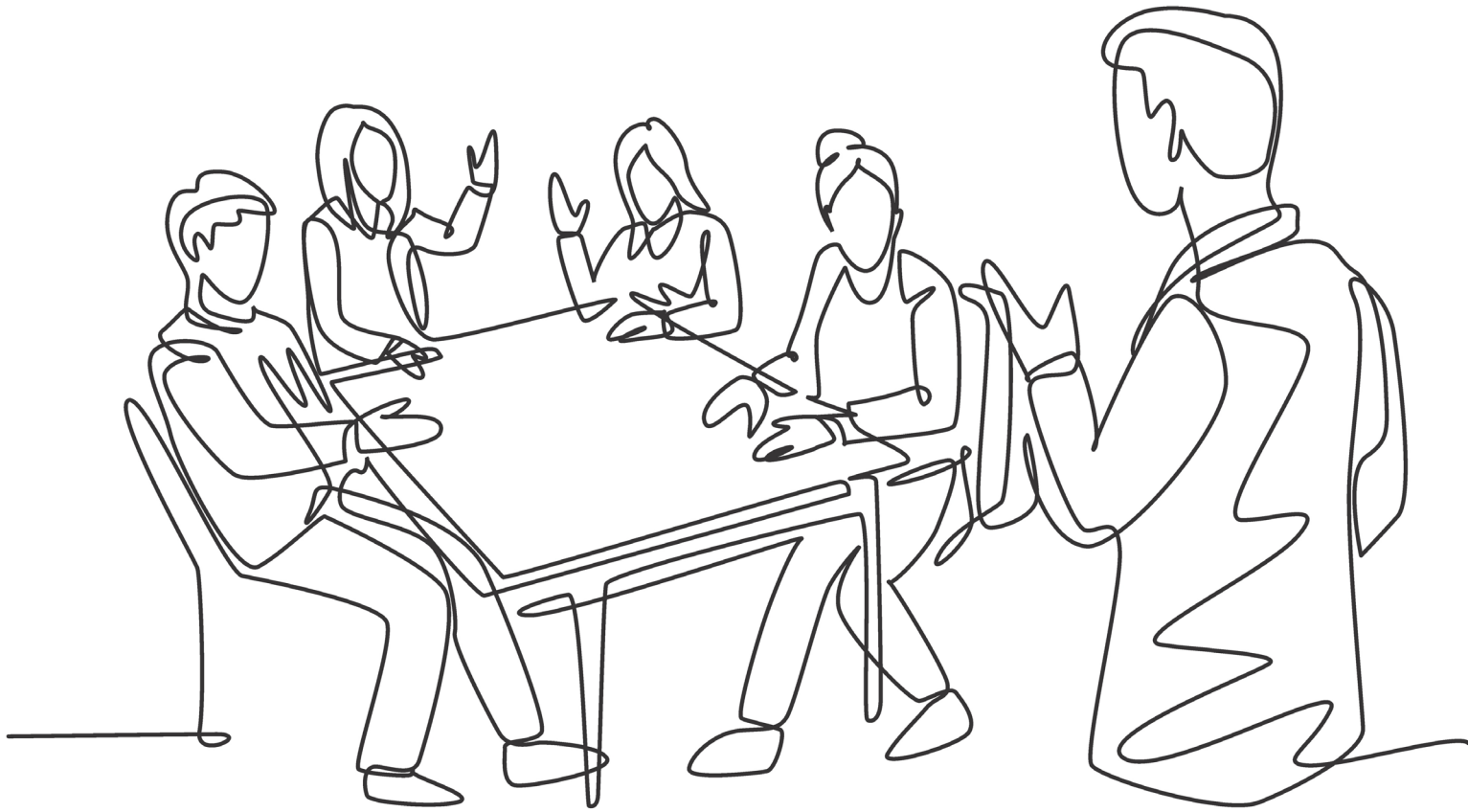
Along with the MCSC club mission to driving competitive and high-confidence students through accurate communication skills, MCSC club have actively moving forward in providing a platform for student to develop and improve their skill. Every semester, MCSC club enthusiastically conducting at least four events where students are given responsibility and opportunity in handling events outside and inside campus. This thing helps to enhance their current learning experience also empowers them with a valuable lifelong tool for personal and professional success. This outcome coming along with the MCSC club vision to leading the transformation of MC110 diploma students towards effective and competitive communication ahead of graduating.

As the new semester approaches, MCSC gears up for more exciting events. The Induction Day for incoming students remains a staple, ensuring a warm welcome for newcomers. Moreover, a highlight on the horizon is the 'Hana Hou' event, which translates to 'once again' in Hawaiian. This event celebrates the incoming batch of Media Communication students and has become a much-anticipated occasion on campus. With a promise of diverse and engaging activities, MCSC continues to escalate student life at UiTM Rembau.

MCSC proudly carries the moniker "the Voice of Masscommers." This title reflects the club's commitment to advocating for the welfare and rights of diploma students within the Faculty of Communication and Media Studies. MCSC's efforts not only amplify students' voices but also promote the faculty's reputation in all places. Furthermore, all Diploma Communication and Media Studies students are automatically MCSC members from their first semester until they graduate.

In conclusion, the Media and Communication Student Club at UiTM Cawangan Negeri Sembilan Kampus Rembau stands as a testament to the power of collaboration, mentorship, and student led initiatives. With a vibrant leadership structure and a commitment to fostering an inclusive and engaging environment, MCSC continues to shape the academic journey of Media Communication students while leaving an indelible mark on the campus community.

MASSCOMM
FACILITIES

MAJLIS APRESIASI VIDEO PENDEK ISLAMI

Oleh : Suhaila Sharil & Wan Admiza Wan Hassan

Sempena dengan Pertandingan Video Pendek Kefahaman Islam yang akan dianjurkan oleh Institut Kefahaman Islam Malaysia (IKIM), satu majlis apresiasi telah diadakan di Dewan Besar IKIM pada 21 Mac 2023 bermula jam 10 Pagi hingga 4.45 Petang. Antara objektif utama adalah memberi pendedahan tentang konsep video pendek bergenre Islami, sejarah dan falsafahnya, membahaskan isu dan cabaran dalam menghasilkan video pendek ber-genre Islami sebagai medium dakwah, memberi hala tuju video pendek bergenre Islami yang bakal dihasilkan oleh perserta dan mencungkil potensi video pendek sebagai medium untuk memberi kefahaman Islam kepada masyarakat Malaysia khususnya dan masyarakat global amnya. Justeru delegasi Universiti Teknologi MARA Cawangan Negeri Sembilan Kampus Rembau telah dijemput untuk menghadiri majlis tersebut seramai 10 orang iaitu Puan Wan Admiza Wan Hassan, Puan Ismazuriyya Binti Ismail, Dr. Mohd Firdauz Mohd Fathir, Prof. Madya Dr. Masitah Ahmad, Encik Noor Hilmi Mohd Johan, Cik Wan Anis Aqilah Wan Zambri, Encik Shahril Anuar Bin Abdul Ghalim, Puan Suhaila Kamal dan Puan Suhaila Sharil dan Dr. Dzaa Imma Binti Abdul Latiff.

VIPKI bermaksud sebuah karya yang mengukuhkan minda Islami, menonjolkan nilai-nilai baik dan mulia, mempertahankan unsur estetika seni. Tepat jam 10 Pagi taklimat oleh Puan Hajah Fatimah Binti Abdul Rahman Fellow Kanan Emas, Institut Kefahaman Islam Malaysia diikuti dengan tayangan filem Islami bertajuk Ammar terbitan TV IKIM. Sesi apresiasi 1 dimulakan dengan moderator iaitu Dr. Norman Yusoff dan ahli panel pertama Encik Mior Hashim Manap yang merupakan pengarah filem atau pengkarya, ahli panel kedua iaitu Encik Hassan Mutalib merupakan tenaga pengajar dan

pengkritik filem dan Dr. Mohd Farid Shahran Fellow Utama Pengarah Pusat Syarak IKIM. Tepat jam 12.10 tengahari terdapat sesi soal jawab oleh peserta sebelum peserta dibenarkan rehat, makan dan solat. Selesai solat, peserta disajikan dengan tayangan filem Islami yang bertajuk Cuak terbitan Aswara dan setelah itu moderator Dr. Norman Yusoff beralih mengambil tempat untuk mengemukakan sesi kedua yang terdiri daripada Syafiq Yusof Pengarah dan penerbit, A. Wahab Hamzah tenaga pengajar dan pengkarya serta Dr. Mohd Shaikh Saifudden bin Syed Mohd Saleh.

Antara tema yang boleh digunapakai untuk membuat video ialah kewajipan solat dan larangan meninggalkan solat, belajar dan menuntut ilmu, bersyukur, menjaga masa, hormat ibu bapa, amanah, berkata benar, adil, ihsan, rajin, berjimat cermat, kebersihan alam sekitar dan nilai-nilai kekeluargaan yang baik manakala syarat pertandingan adalah video tersebut mestilah tidak melebihi daripada 5 minit. Selain itu, format video mestilah menggunakan mov atau mp4 dengan resolusi 1920X1080 fullHD. Selain itu, terdapat juga syarat-syarat yang dikenakan kepada peserta contohnya 1 kumpulan tidak melebihi daripada 4 orang dan karya tersebut mestilah dalam Bahasa Melayu. Terdapat 3 tahap saringan iaitu Jawatankuasa Penilai Teknikal, Jawatankuasa Penilai Dalaman, Jawatankuasa Panel Penilai seperti IKIM, YADIM, FINAS dan Pengarah filem. Tempat pertama akan memenangi hadiah RM15,000, tempat kedua akan memenangi hadiah RM 10,000, tempat ketiga RM 5,000 manakala 5 saguhati akan membawa pulang hadiah yang bernilai RM1000 berserta sijil penyertaan. Semoga VIPKI ini dapat memberi manfaat kepada semua institusi pengajian tinggi di seluruh Malaysia.

ChatGPT
DIMENSI BAHARU DALAM PEMBELAJARAN DAN PENGAJARAN

Oleh: Muhammad Nabihan Abu Bakar & Masliya Yahya

ChatGPT ialah teknologi yang merangkumi penggunaan kecerdasan buatan manusia yang boleh memberi impak yang besar dalam hidup seseorang individu serta mampu membantu pengguna dalam pelbagai cara dari aspek pembelajaran dan pengajaran. ChatGPT ataupun nama penuhnya Chat Generative Pre-Trained Transformer yang telah dilancarkan pada 30 November 2022 oleh syarikat penyelidikan dan pembangunan kecerdasan buatan Artificial Intelligence (AI) yang mana merupakan satu platform perbualan secara rasmi kepada orang ramai.

Aplikasi ini dibangunkan untuk melakukan tugasan yang sama seperti pemikiran manusia. Risiko penipuan yang berlaku dalam kalangan pelajar juga boleh meningkat jika kemudahan teknologi ini tidak digunakan sebaiknya. Sama ada ChatGPT ini bakal menjadi pengganti Google atau pendidik satu hari nanti dan tidak dinafikan teknologi ini bakal menjadi kegunaan utama pada masa hadapan. Penggunaan ChatGPT dalam aspek pembelajaran dan pengajaran perlu diperhalusi lagi sebelum kaedah teknologi AI menggantikan kaedah pendidikan tradisional pada masa hadapan. Ini penting kerana maklumat yang disampaikan oleh ChatGPT tidak diperakui kesahihannya.

Aplikasi ini sebenarnya mampu memberikan dimensi yang baharu dalam dunia pendidikan serta kurikulum di sekolah mahupun di peringkat institusi pengajian tinggi awam dan swasta khususnya. Teknologi aplikasi ini berbeza dengan sistem pembelajaran dalam talian yang diguna pakai sebelum ini kerana kemampuannya bagi memudahkan pencarian maklumat melangkaui sistem enjin carian seperti Google dan sebagainya.

ChatGPT disenangi kerana kemampuannya memberikan maklumat yang disimpan di dalam data secara cepat.

Sebagai pendidik, pengajaran menggunakan aplikasi AI dalam kelas wajar diperkasakan melalui penyediaan panduan penggunaan ChatGPT dengan lebih holistik. Ini kerana seorang pengguna ChatGPT itu boleh menggunakan aplikasi ini untuk melakukan tugas-tugas penyelidikan bagi mencari maklumat, menjana idea serta menghasilkan penulisan yang lebih berkualiti untuk pembelajaran.

Populariti aplikasi ChatGPT telah mendapat perhatian daripada pelosok dunia. Walaupun terdapat banyak kelebihan serta kekurangan, aplikasi ChatGPT ini seharusnya dimanfaatkan dengan sebaiknya. Mengikut pandangan seorang pensyarah dari Harvard University mengatakan bahawa teknologi dan pendidikan perlu bergerak seiring dalam mendepani arus pemodenan. Sebagai contoh kini teknologi robot dan automasi menggantikan berjuta-juta ahli pekerja industri. Pengkomputeran menghapuskan sebahagian besar pekerjaan pengurusan bagi kelas pertengahan. Oleh itu, jika kita gagal menanamkan dalam diri kita kemahiran serta kepakaran yang diperlukan, kita bakal ketinggalan pada masa akan datang terutamanya para pelajar yang perlu mendapatkan akses kepada pendidikan secara digital.

Secara kesimpulannya, penggunaan ChatGPT mampu menjadi kawan yang berharga dalam dunia pendidikan. Malahan menjadi pengguna yang bijak dalam menggunakan teknologi bukan sahaja membolehkan seseorang individu itu melahirkan hasil penulisan akademik yang baik tetapi mampu melonjakkan diri mencapai kejayaan dalam aspek kehidupan pada masa akan datang.

EMPOWERING HUMAN COMMUNICATION TO PREVENT VIRAL SPREAD

By : Siti Nur Fadzilah Abdullah & Efina Hamdan

In an age where information spreads rapidly through various communication channels, it is crucial to empower human communication to prevent the spread of harmful viruses. While we often associate viruses with physical illnesses, the concept also applies metaphorically to the transmission of false information, negativity, and toxic behaviors through our interactions.

First, let's verify before sharing. In the digital age, misinformation and rumors can easily go viral, leading to panic, confusion, and a loss of trust. To prevent the spread of viral misinformation, it is essential to verify the accuracy of information before sharing it. Some simple practices such as cross-referencing multiple sources by consulting reputable sources and fact-checking websites to confirm the authenticity of the information. Other than that, consider the credibility of the source by evaluating the expertise and reliability of the source before sharing information. Next, let's do some critical thinking by questioning information before accepting and forwarding it.

Second, let's promote positive communication. Avoiding negative communication can spread like a virus, leading to misunderstandings, conflicts, and damaged relationships. Empower human communication by focusing on positive engagement such as using constructive language by Choosing words that promote understanding, empathy, and cooperation. Moreover, encourage respectful discussions and diverse perspectives. Listen to others' opinions without immediately dismissing or attacking them. By practicing kindness and engaging in acts of kindness and support both online and offline. Encourage others to do the same, creating a ripple effect of positivity.

Third, let us equip our people with understanding and encouragement on developing critical media literacy skills which are vital in navigating today's information-saturated world. By empowering individuals to critically evaluate the media they consume, we can mitigate the spread of harmful content. Promote education on media literacy, including techniques for evaluating sources, identifying bias, and distinguishing between reliable and unreliable information. Apart from this, everyone must take responsibility for being a reminder to verify information, consider the source, and think critically before sharing content on social media or other communication platforms. Lead by example in demonstrating responsible media consumption and sharing practices.

Finally, let's practice mindful communication in our daily conversation. Mindfulness plays a significant role in empowering human communication and preventing the spread of negative emotions. By practicing mindful communication, we can cultivate self-awareness and create healthier interactions. Some simple steps are present by engaging fully in conversations and giving your undivided attention to the person you are communicating with. Next, practice pausing and reflect where before responding to a message or engaging in a conversation, take a moment to reflect on your thoughts and emotions. Respond thoughtfully rather than reacting impulsively.

Empowering human communication is essential to prevent the viral spread of misinformation, negativity, and toxic behaviors. By verifying information, promoting positive engagement, fostering critical media literacy, and practicing mindful communication, we can create a healthier communication ecosystem. Let us embrace the responsibility to communicate with accuracy, empathy, and kindness, ensuring that our interactions contribute to a beautiful platform.

KEY OPINION LEADERS:
INFLUENCERS OF THE DIGITAL AGE

By: Efina Hamdan & Siti Nur Fadzilah Abdullah

In the fast-paced digital era where information spreads at lightning speed and opinions are formed and reshaped within moments, the role of Key Opinion Leaders (KOLs) has become increasingly prominent. KOLs are individuals who possess expertise and influence in a specific field and have the power to shape public opinion, consumer behavior and even policy decisions.

KOLs stand out from other influencers due to their profound knowledge and authority in their respective domains. Whether it's in fashion, technology, fitness or any other industry, KOLs possess an extensive understanding and experience that enables them to offer valuable insights and guidance. Their expertise is often built over years of experience, education, research and practical application, establishing them as trusted sources of information.

While KOLs and influencers may share certain similarities, the key distinction lies in the source of their influence and the nature of their content. KOLs derive influence from their specialized knowledge and expertise, providing valuable insights and guidance within the field. Conversely, influencers leverage their personal brand, relatability and entertaining content to connect with and engage their audience, often focusing on lifestyle and popular culture. Understanding these differences is crucial when designing marketing strategies or seeking out individuals who align with specific goals and objectives.

One of the key characteristics of KOLs is their ability to establish and maintain a loyal following. They cultivate a community of individuals who seek their advice and guidance. This is achieved through consistent and high-quality content creation, whether it is through articles, videos, podcasts or social media posts. KOLs often leverage multiple platforms to reach a wider audience and engage with their audience.

The impact of KOLs on consumer behavior cannot be underestimated. Their recommendations and endorsements carry weight and influence purchasing decisions. Consumers look to KOLs for product reviews, recommendations and trends, relying on their expertise and judgment. Brands recognize the power of KOLs and often collaborate with them for product launches, campaigns and brand promotions. Such partnerships not only enhance brand credibility but also expand their reach to targeted and engaged audiences.

However, it is important to note that the rise of KOLs is not without challenges. The growing influence and monetization opportunities have given rise to concerns regarding authenticity and transparency. Some KOLs may succumb to the pressure of sponsored content, compromising their objectivity and credibility. This has led to a demand for transparency and disclosure in partnership and endorsements to maintain trust and ethical standards.

All in all, Key Opinion Leaders have emerged as influential figures in the digital age. Brands, consumers and society as a whole are impacted by their recommendations, insights and advocacy. While challenges exist, the role of KOLs is likely to continue evolving as technology advances and social dynamics change. As we navigate this digital landscape, understanding the power and influence of KOLs is essential for business, individuals and policymakers alike.

UiTM & MBS @ Citra Lorong Seni Seremban

Sekolah Menengah Seremban Jaya 2 School Visit

Dean Delegation Trip

YBhg. Dato' Hj Rizalman Ibrahim Work Visit

NAVIGATING THE NEW ERA OF AI: THE FUTURE OF COMMUNICATIONS GRADUATES

By: Muhammad Azril Izuan Ramlan, Nurliyana Kamilah Khairul Anuar & Farah Hazween Amanah

As the world rapidly advances into the digital age, powered by groundbreaking technologies such as artificial intelligence (AI), the landscape of various industries continues to transform. Communication, being an essential pillar of societal progress, is no exception. Let's explore the opportunities and challenges that communications graduates may face in their professional journeys in the era of AI and ever-changing technology.

First and foremost, AI has evidently revolutionised the way we communicate, enabling more efficient and personalised interactions across various platforms. Its algorithms have significantly improved the capabilities of virtual assistants and chatbots, making them capable of understanding and responding to human language with remarkable accuracy and context sensitivity. This technology has opened up new avenues for communications professionals to engage with audiences and deliver tailored messages.

With AI algorithms becoming increasingly sophisticated, communications graduates can leverage these advancements to create compelling and personalised content at any scale. AI-generated tools can analyse vast amounts of data and generate data-driven insights to inform content strategy, optimise social media campaigns, and even create automated content. This allows communications professionals to focus more on strategy and creativity, while AI handles routine tasks, thereby boosting productivity and efficiency. With the right balance, AI would be beneficial to communications graduates not just personally, but professionally as well.

In addition, the sheer volume of data generated in the digital age can be overwhelming, but AI provides communications graduates with the ability to extract valuable insights from this wealth of information. By utilising machine learning algorithms, data analytics platforms can identify patterns, trends, and sentiments in real-time, enabling communications professionals to make data-driven decisions and refine their strategies. This data-driven approach helps optimise audience targeting, campaign performance, and overall communication effectiveness.

As AI increasingly automates certain aspects of communication, the role of communications professionals is also evolving. While AI can enhance efficiency, we must understand to the essence that it cannot ever replace the human touch in building relationships and creating authentic connections. Communications graduates will need to adapt to this changing landscape by developing a deep understanding of AI technologies and how to integrate them seamlessly into their strategies. They must also focus on developing skills in areas that AI cannot replicate, such as creativity, empathy, critical thinking, and strategic planning.

However, nothing comes without its potential threats. In this case, AI also seems to bring ethical considerations and challenges to the field of communication. The responsible use of AI in communications is crucial to maintain trust with audiences. Communications graduates must be well-versed in the ethical implications of AI, ensuring transparency, accountability, and fairness in their practices. Understanding the potential biases and limitations of AI algorithms is essential to avoid inadvertently perpetuating discrimination or misinformation.

In this rapidly evolving era of AI, communications graduates must embrace a lifelong learning mindset. They should stay updated on the latest advancements in AI technologies, attend industry conferences, and participate in professional development programs. By keeping pace with emerging trends, they can proactively adapt their skill sets and stay ahead in the dynamic landscape of communication.

In short, the future of communications graduates in the new era of AI holds immense potential. AI technologies present opportunities to enhance content creation, streamline data analytics, and automate routine tasks. However, it is crucial for communications professionals to strike a balance between leveraging AI and preserving the human touch in communication. By adapting to the evolving landscape, acquiring new skills, and understanding the ethical considerations surrounding AI, communications graduates can thrive and shape the future of effective and meaningful communication.

SELF-MOTIVATION BOOST THROUGH SOCIAL MEDIA APPS: A GEN-Z NECESSITY

By: Nurliyana Kamilah Khairul Anuar, Farah Hazween Amanah & Muhammad Azril Izuan Ramlan

Gearing up to Industrial Revolution 5.0, the Generation-Z is depending even more on online media with the most utilized social media applications such as TikTok, Instagram, Twitter and the newly in; Threads is no exception. The expeditious advancement of Industrial Revolution 4.0 that was centralized around digitalization has shown a high reliance of the general society towards the internet, mainly the social media applications that were utilized for various life purposes. It eventually changed how we live, work, and communicate. Not only that, it changed the things that we value and the way we value them.

Having said that, possessing positive self-motivation is one of the valuable things a person can have. However, with daily news that is filled with Gen-Z experiencing mental health related issues which is quite alarming has strengthened the idea of the need in boosting their self-motivation through an approach that is much closer to them that is the social media application itself.

Despite the prevalent controversial issues on social media that we could not run away from, there are also indications that social media provides access to supportive mental health resources for youngsters. Gen-Z are more inclined to utilize digital wellness apps rather than other older generations as well as utilizing social media apps as a medium for self-expression that could benefit their mental health. Emotional support in the form of social media postings could be something helpful and crucial towards increasing self-motivation among Gen-Z.

Motivation is indeed among the underlying components that stimulate individuals to perform tasks in everyday life. However, motivation itself is not stagnant and dynamically changing. A highly self-motivated individual fulfills certain actions enthusiastically. Therefore, in an approach to help boost self-motivation among Gen-Z, social media apps could be one of the tools to empower self-motivation through inspirational accounts and contents whether uploaded as a video on TikTok, Instagram story or postings, and/or text-based posts shared on Twitter or Threads.

Social media application could be a source to inspire certain attitudes or activities that could improve their lives such as increasing physical activity, exploring creativity and skills, and to be specifically motivated in dealing with certain aspects of life. This is because different individuals have different needs at different times in their personal lives that need to be fulfilled. Hence, a boost in self-motivation is definitely a necessity for Gen-Z which could be widely conducted through social media applications; a much closer approach to them.

# THE IMPORTANCE OF MEDIA LITERACY IN THE DIGITAL ERA

By: Nurul Nisha Mohd Shah & Mohd Radzman Basinon

In this fast-paced digital era, information and news can be easily disseminated. Dependence on social media is also increasing for obtaining news, information about issues or matters, communication and interaction, and much more. According to statistics released by Data Reportal, the number of social media users in Malaysia until January 2023 is estimated at 26.8 million. This situation clearly indicates that social media has a significant influence on contemporary society and serves as the main reference for daily life. To prevent negative outcomes, social media users must have the ability to critically analyze, evaluate, and understand all acquired media content. This is where media literacy takes responsibility for educating the public, especially social media users, to navigate the digital landscape responsibly and exhibit a professional attitude.

Media literacy and information overload According to Livingstone (2003), media literacy is the ability to access, analyze, evaluate, and communicate in various forms of media. Therefore, in general, media literacy can be summarized as the ability to understand, interpret, and critically assess various forms of media content, including news articles, videos, images, advertisements, and live broadcasts or streaming on social media. Thus, for an individual to possess media literacy, they must be capable of creating media content, conveying messages, distinguishing between facts and opinions, and identifying inaccurate information and propaganda. In the current digital era, people worldwide seem to be immersed in a sea of information. The constant flow of information from various sources creates a significant challenge in differentiating accurate and reliable information from false ones. The inundation of social media

platforms also increases the reach of information, urging us to be more media-savvy. Media literacy undoubtedly empowers individuals with the skills to research sources, cross-reference obtained information, and critically assess the credibility of information sources.

Misinformation and fake news are now rampant. Despite the Malaysian Communications and Multimedia Commission (MCMC) implementing the "Uncertain, Don't Share" practice to curb the spread of fake news, inaccurate and controversial information easily spreads rapidly on social media platforms, leading to unrest and unease. Hence, with the skills of media literacy, it is hoped that individuals can recognize common tactics used to manipulate information, such as sensational headlines, selective editing, and out-of-context quotes. By educating the public on fact-checking and verifying information, media literacy is seen as a shield against the harmful effects of spreading false information. Media literacy also fosters critical thinking skills by encouraging individuals to question, analyze, and seek various perspectives when encountering information. People are educated not only to read headlines but to cultivate the habit of reading articles and understanding news comprehensively. This indirectly creates a more informed, analytical, and knowledgeable society. As responsible digital citizens, our awareness of the importance of mastering media literacy is crucial to shaping a community that is attentive to its surroundings. Rapid technological advancement must be accompanied by a healthier and more responsible digital ecosystem. This will undoubtedly create a virtual community that is more harmonious and successful.
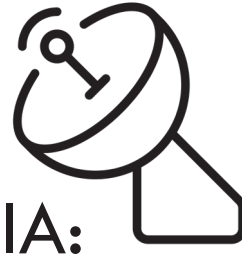
THE ROLE OF SOCIAL MEDIA: IMPACT ON BROADCASTING INDUSTRY

**By: Farah Hazween Amanah, Nurliyana Kamilah Khairul Anuar &
Muhammad Azril Izuan Ramlan**

Media is very important in our lives. Media is used for disseminating information, entertainment, communication, sharing and expressing opinion and ideas. Media acts as a tool where it is useful to communicate and interact or reach a large number of audiences. There are types of media such as printed media, broadcast media and new media which is social media. Social media has become a very important platform of broadcast media. The existence of social media gives an impact towards the broadcast and printed media especially traditional media which is television and radio. Social media has changed the broadcasting industry where the way information is delivered and received. Audiences shift from television and radio to social media. Thus social media plays an important role in today's broadcasting landscape in terms of engaging and interactive audience, global reach and viral content and trendsetting.

Traditional broadcast media is one direction, where the information transmitted in one way communication between television or radio towards larger audiences without returning feedback. Unlike social media, the information is transmitted in two way directions between the broadcast media and their audiences where the audience feedback by likes, comments, shares direct messages and Live. Audiences or social media users can actively interact with the content and information they received, expressing their thoughts, opinions and emotions in real- time. The engagement and interactivity by social media transformed traditional broadcast media from one way communication into an inclusive and participatory platform that allows both creators and audiences.

Social media transform the role of broadcasting by offering an unparalleled global reach to information, content and news. Existence of social media platforms allows everybody; individuals, organizations, and media outlets to spread information or messages to mass people and diverse audiences worldwide in rural or urban areas. Social media expands the global reach not only on spreading information yet enables cross culture exchanges, fostering a greater understanding of diverse perspectives and experiences from around the world. Thus, social media plays an important role in connecting people from different countries of the globe where distance is no longer a barrier.

Broadcast media; television and radio where channels that can reach a large audience based on their target audience. Social media helps spread information and promotes anything to a mass of people regardless of age, gender and region. The power of social media where it can create viral content revolutionized the way content/ information or message is shared and spread. For example, the unpopular food stall gained widespread attention and popularity after it was exposed and explored on social media. The power of social media led to the stall going viral, allowing more people to discover and indirectly promote that food stall. Besides, social media has emerged as a trend-setting platform, surpassing traditional broadcasting in its ability to shape culture and influence consumer behavior. Social media led to the trendsetting from fashion and lifestyle , viral challenges and innovative ideas, social media's dynamic and interconnected nature allows trends to spread rapidly across diverse communities.

Overall social media has significantly transformed the landscape of broadcasting, offering unusual opportunities for content dissemination and engagement. Social media enables an engaging and interactive audience, global reach and viral content and trendsetting to diverse audiences worldwide. Influencers, content creators, and public users all contribute to setting trends and shaping societal norms, making social media a powerful force in driving cultural shifts and influencing the collective consciousness of the digital age. In conclusion, the role of social media in broadcasting continues to evolve, and its impact on society is undeniably profound, shaping the way people communicate, receive content and experience the world.