International Conference on Business, Education, Innovation & Social Sciences
(ICBEISS 2019)

Copyright © 2019
Asian Scholars Network

All rights reserved. No part of this proceeding may be reproduced in any form, except for the inclusion of brief quotations in review, without permission in writing from the author/publisher.

eISBN: 978-967-16859-3-8

Published By:
Asian Scholars Network (002903215-H)
Selangor, Malaysia
# TABLE OF CONTENTS

1. A CONCEPT PAPER ON THE DEVELOPMENT OF MASSIVE OPEN ONLINE COURSE (MOOC) IN TRADITIONALLY TAUGHT COURSE OF EMERGENCY NURSING AMONG NURSING STUDENTS ................................................................. 6

2. A STUDY ON PROTEAN AND BOUNDARYLESS CAREER ASPECTS AND THEIR IMPACT ON PSYCHOLOGICAL WELL BEING OF INDIAN MILLENNIALS .................................................................................................................. 20

3. ADDRESSING THE SKILLED WORKFORCE SHORTAGE: THE KEY TO INCLUSIVE GROWTH AND TRANSFORMATION .................................................................................................................. 25

4. AN IMPACT OF CULTURAL CHANGE ON EMPLOYEES ENGAGEMENT AND ORGANIZATION PERFORMANCE: A LITERATURE REVIEW ................................................................. 30

5. APPLICATION OF REGRESSION ANALYSIS IN REVIEWING THE EFFECT OF STORE ATMOSPHERE ON THE PURCHASE DECISION PROCESS .................................................. 36

6. CHANGING THE LEARNING WHEEL: GEN Z LEARNING STYLE .......... 46

7. COHERENCE AMONG THE SENSEMAKER IN THE DEVELOPMENT OF BLACK RICE FARMING ................................................................................................................................. 57

8. CORRECTIVE FEEDBACK FROM COGNITIVE THEORIES PERSPECTIVE (INTERACTION HYPOTHESIS, OUTPUT HYPOTHESIS, & NOTICING HYPOTHESIS) ....................................................................................... 64

9. DESIGNING A SCIENCE CURRICULUM MODEL BASED ON STEM WITH AN ISLAMIC PERSPECTIVE FOR 9TH GRADE TALENTED STUDENTS ............. 70

10. DIVIDEND CHANGE, SEASONED EQUITY OFFERINGS, STOCK RETURNS AND PROFITABILITY ......................................................................................................................... 76

11. EQUALIZATION VALUE ADDED TAX WITH THE INCOME STATEMENT CASE STUDY AT PT. VNP IN 2017 ....................................................................................................................... 83

12. EXPERIENTIAL LEARNING APPROACH TO WRITING IN AN ESL CLASSROOM: A CASE STUDY IN A MALAYSIAN SUB-RURAL SCHOOL ...... 92

13. EXPLORING MANAGEMENT AND MONITORING OF HARMFUL ALGAL BLOOM EVENTS IN MALAYSIA: GOVERNMENT SECTOR ................................................................. 101

14. FINTECH AND BANKING INDUSTRY .............................................................................. 109

15. HAPPINESS AT WORKPLACE: JOB SATISFACTION AND ORGANIZATIONAL SUPPORT ......................................................................................................................... 117

16. INFLUENCE OF MARITIME SECURITY ON INTERNATIONAL TRADE ACTIVITIES AMONG SEA COUNTRIES .............................................................................................................. 127

17. INFLUENCE OF PRODUCT STANDARD REQUIREMENT ON INTERNATIONAL TRADE PERFORMANCE ................................................................................................. 133

18. INSTITUTIONAL PERSPECTIVE TOWARDS THE ADOPTION OF ENVIRONMENTAL MANAGEMENT: A CONCEPTUAL FRAMEWORK ............. 138
<table>
<thead>
<tr>
<th>No.</th>
<th>Title of the Paper</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>ISLAMIC EDUCATION NOVICE TEACHERS’ JOURNEY IN TRANSLATING STUDENT-CENTRED LEARNING INTO CLASSROOM PRACTICE</td>
<td>145</td>
</tr>
<tr>
<td>20</td>
<td>LAND E-MUTATION SYSTEM IN BANGLADESH: AN EXPLORATORY STUDY OF A2I (ACCESS TO INFORMATION) PROGRAM</td>
<td>154</td>
</tr>
<tr>
<td>21</td>
<td>LIVED EXPERIENCES OF GAY MALE TEACHERS</td>
<td>163</td>
</tr>
<tr>
<td>22</td>
<td>LIVED-EXPERIENCES OF MALES WITH OFW SPOUSES IN SELECTED BARANGAYS IN INFANTA, QUEZON, PHILIPPINES</td>
<td>169</td>
</tr>
<tr>
<td>23</td>
<td>MAPPING PRIVITY OF E-COMMERCE CONSUMER CONTRACTS FOR SALE OF GOODS</td>
<td>179</td>
</tr>
<tr>
<td>24</td>
<td>ORGANIZATION CULTURE AS THE SOURCE OF COMPETITIVE ADVANTAGE</td>
<td>191</td>
</tr>
<tr>
<td>25</td>
<td>PRELIMINARY STUDY ON TRADE CREDIT AND LATE PAYMENT TREND - MALAYSIA CASE STUDY</td>
<td>204</td>
</tr>
<tr>
<td>26</td>
<td>RECRUITMENT TRENDS IN THE ERA OF INDUSTRY 4.0 USING ARTIFICIAL INTELLIGENCE: PRO AND CONS</td>
<td>210</td>
</tr>
<tr>
<td>27</td>
<td>SELFIE TOURISM CONCEPT AS A TOOL TO IMPROVE CITY BRANDING .........................................................</td>
<td>216</td>
</tr>
<tr>
<td>28</td>
<td>SOCIO-ECONOMIC AND LEGAL ISSUES AND CHALLENGES OF FOREIGN MIGRANT WORKER IN MALDIVES: A CASE STUDY OF CONSTRUCTION INDUSTRY IN MALE’</td>
<td>227</td>
</tr>
<tr>
<td>29</td>
<td>SPECIAL TREATMENT FOR VAT FACILITIES RELEASED TO PT RAI ............................................................................................................................</td>
<td>243</td>
</tr>
<tr>
<td>30</td>
<td>THE COMMUNITY’S INSIGHT OF CELEBRITY ENDORSEMENT AND PRODUCT QUALITY ON PURCHASE DECISION BEHAVIOUR ....................................................</td>
<td>253</td>
</tr>
<tr>
<td>31</td>
<td>THE EFFECT OF AD FEES AND PERSONAL SELLING COSTS ON SALES VALUE</td>
<td>266</td>
</tr>
<tr>
<td>32</td>
<td>THE EFFECT OF MARKETING MIX ON BUY DECISIONS RABBANI MUSLIM FASHION IN BANDUNG, WEST JAVA, INDONESIA</td>
<td>273</td>
</tr>
<tr>
<td>33</td>
<td>THE EFFECT OF WORKING CAPITAL TURNOVER TO NET PROFIT MARGIN AT PT XYZ</td>
<td>283</td>
</tr>
<tr>
<td>34</td>
<td>THE EFFECTIVENESS OF THE INVERTED CLASSROOM LEARNING MODEL FOR PRE-UNIVERSITY CHEMISTRY STUDENTS: THE PRELIMINARY STUDY</td>
<td>289</td>
</tr>
<tr>
<td>35</td>
<td>THE IMPACT OF SOCIAL MEDIA AND ONLINE BOOKING ON ORGANIZATIONAL BEHAVIOUR, ETHICAL WORK CLIMATE AND EMPLOYEE COMMITMENT IN A TRAVEL AGENCY</td>
<td>297</td>
</tr>
<tr>
<td>36</td>
<td>THE INFLUENTIAL FACTORS OF INVESTMENT DECISION MAKING IN MALAYSIAN PUBLIC LISTED COMPANIES</td>
<td>305</td>
</tr>
<tr>
<td>37</td>
<td>THE MODERATION VISITING AND DISTANT RESIDENCE OF LOCAL COMMUNITY ON THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND GREEN MARKETING IN BIOMASS POWER PLANT, NORTH OF THAILAND</td>
<td>319</td>
</tr>
</tbody>
</table>
38. THE PRACTICES OF DELIBERATIVE DEMOCRACY OF ADAT-BASED LOCAL GOVERNANCE OF ACEH AND THE STATE AGENCY OF MAHKAMAH KONSTITUSI IN INDONESIA ................................................................. 345
39. THE RELATIONSHIP BETWEEN OWNER-MANAGER CHARACTERISTICS AND INNOVATION ORIENTATION OF SMES ............................................................................ 352
40. THE TRAINING METHODS THAT ENHANCE PROJECT PERFORMANCE ...... 362
41. AGD SYSTEM – INOVASI PENGESAN KEBOCORAN GAS MELALUI SENSOR MQ-2 ................................................................................................................................. 373
42. CABARAN DAN LIMITASI PENDIDIKAN UNTUK KANAK-KANAK TANPA WARGANEGARA DI PULAU MABUL, SENAPONGA, SABAH ........................................ 382
43. ISU-ISU SEMASA DALAM PENELUSURAN TANAH DI MALAYSIA DAN PENYELESAIANNYA .......................................................... 392
44. KEBERKESANAN PENGGUNAAN BUKU KECIL FRASA MENARIK DAN PENILAIAN FORMATIF DALAM PENULISAN KARANGAN ................................. 400
45. PENCAPAIAN AKADEMIK MURID TERHADAP PENGGUNAAN VLE FROG. 409
46. PENGAJARAN DAN PEMBELAJARAN IMBUHAN MELALUI PENDEKATAN PEMBELAJARAN AKTIF ............................................................................. 421
47. PENGGUNAAN RUTIN BERFIKIR DALAM PENULISAN KARANGAN YANG BERKUALITI ......................................................................................... 433
48. PENGGUNAAN TEKNIK DRAMA DALAM PENULISAN KARANGAN BERGAMBAR ....................................................................................... 439
49. PERANAN GURU BESAR DALAM PENGURUSAN KOKURIKULUM DARIPADA PERSPEKTIF GURU PENASIHAT KOKURIKULUM SEKOLAH RENDAH DI ZON CHERAS, DAERAH HULU LANGAT, SELANGOR ................ 448
50. TAHAP STRES DALAM KALANGAN GURU PRASEKOLAH DI DAERAH KUALA SELANGOR .................................................................................. 456
A CONCEPT PAPER ON THE DEVELOPMENT OF MASSIVE OPEN ONLINE COURSE (MOOC) IN TRADITIONALLY TAUGHT COURSE OF EMERGENCY NURSING AMONG NURSING STUDENTS

KhinThandar Aung

1 Phd Candidate, Faculty of Education, University of Malaya, Malaysia

Abstract:

Education plays an important role in the development of a country and is only the bridge to create the better future of citizens. As technology is a very powerful tool in education, it provides new and innovative forms of support to teachers, students and the learning process more broadly. As web-based education and technology integration continue to increase, innovative approach to deliver online learning will also occur. One of the approach is Massive open online course (MOOC) and it is a technological based learning tool that is recently emerged in the higher educational landscape to provide additional learning opportunities for learners, teachers and educational institutions. The use of MOOCs in nursing education is currently under evaluated area of pedagogy, with only an emerging evidence base to support the wider integration into relevant undergraduate curricula. Although MOOCs have been available for almost a decade, and courses continually becoming available on commercial platforms, there remains a paucity of empirical evidence to support their utilization. Specifically, in nursing education, numerous roles for MOOCs have been proposed for both on- and off-campus learning, however, a clear rationale for their effective utilization is still nascent.

This study aims to develop MOOC course and investigate the effectiveness of this integrated MOOC course of emergency nursing subject among nursing students. In addition, this study goes to identify the experiences of students and lecturers in this MOOC course. The course will be developed by applying the phases of Developmental Design Research (DDR) such as phase 1- need analysis, phase 2- design and development, phase 3- implementation and evaluation. This study will contribute the critical thinking skills and innovative ideas among nursing students thus enhancing the students' learning abilities and equips the nursing students with innovation concepts and creative skills for an ever changing technologically-driven health care environment.

Keywords: Massive open online course, traditionally taught course, Nursing students, Design and developmental research method

Introduction

Education is the foundation of society and gives us knowledge and changes it into something better. It plays an important role in the development of a country and is only the bridge to create the better future of citizens. If a country does not have proper education, it may leave behind by other countries which have good education system. Therefore, it should be considered which factors are affecting on the education system. Culture, technology and economic of country give much impact to education system. As technology is a very powerful tool for education, it provides new and innovative forms of support to teachers, students and the learning process more broadly. As web-based education and technology integration continue to increase, innovative approach to deliver online learning will also occur. One of the approach is Massive open online course (MOOC) which is a technological
based learning tool that is recently emerged in the higher educational landscape to provide additional learning opportunities for learners, teachers and educational institutions.

**Background of the study**

E-Learning is one of the effective teaching approaches and it can help teachers by diversifying teaching methods to facilitate students to understand in their teaching and to achieve outstanding students’ achievement (Cheok, et.al, 2017). Glance over the past, educators have always been interested to help in transforming education and improve students' learning in line with advanced technology (Cheok, et.al, 2017). Moreover, educators expected that the progress of teaching techniques could provide a method to know more about how students perceive and distribute information (Cheok, et.al, 2017). In order to be in line with the technology changes, it is a must for higher learning institutions to continuously figure out latest and innovative solutions to improve the current teaching and learning process (Andone, et.al, (2015). One of the solutions is by adapting teaching and learning process with online learning (Safana, & Nat, 2017). MOOC is one of the most rapidly growing online educational based learning. It is a new form of online education delivery that aims to promote active learning and develop educational communities incorporating with thousands of students (Parkinson, 2014).

The emergence of MOOC technology provides new opportunities to support the learning process. MOOC offers an innovative approach in healthcare education and are expected to challenge traditional pedagogy and foundational knowledge acquisition practices. However, their application in healthcare education is still in early stages of investigation. As universities strive to develop innovative strategies to maintain teaching and research excellence in health care education and practice in an increasingly competitive environment, developed MOOCs and participating collaboratively that may prove valuable in facilitating students’ understanding the importance of patient perspectives to drive patient-centred quality care.

Moreover, on seeing complex medical field, innovative technologies are also an important aspect of health care system and increase the quality of health care education process. Recently, technology is rapidly entering in health care education including nursing education which is more focus on competence based education to prepare qualified nurses for health care institutions (Safana, & Nat, 2017).

Coinciding with the Malaysia Educational Blue Print 2013-2025 through the ninth surge of Global Online Learning, the development of Massive open online course (MOOC) was also built in Malaysia(Ismail, et.al, 2018). Moreover, today's traditional higher education prepares the students to learn independently and digitally throughout their lives. Therefore, there is needed to plan for integrating MOOC courses into traditional education as an open education approach. Many studies have confirmed that blended learning with MOOC environment has a positive impact on teaching and learning (Bralic&Divijak, 2018).

Students who enroll in MOOCs have an opportunity to become independent learners as the nature of pedagogy of MOOC provides learners with a positive impact considering the self-driving mastery of the course (Milligan & Littlejohn, 2017). Moreover, MOOC provides various platforms for collaboration among the learners enabling the sharing experiences and development of ideas within MOOC course is highly applicable in health care professionals to develop and discover new knowledge.

There are no studies to date have been implemented that the integration of MOOC with blended learning especially in nursing courses (Shang & Liu, 2018). Nursing is a global profession and nursing education is a soft-applied discipline. The knowledge learned in this discipline is applied for the health of human being. Emergency nursing is a specialized area
of professional nursing which focusing on the care of patients with medical emergencies and other emergencies, that is, those who require prompt medical attention to avoid long-term disability or death. Therefore, it requires critical thinking, problem solving and collaborative skills for nursing students when they are learning emergency nursing (V. Swigart, Z. Liang, 2016).

Therefore, in this study, MOOC will be used as an innovative technology teaching tool and integrate into Emergency, Theatre and Intensive care nursing course that has been taught by traditional teaching methods such as face to face lecture method and group discussion.

**Statement of the problem**

Together with technological improvements, innovation for teaching aids are an important requirement to make sure the teaching and learning process to run smoothly. However, in recent education system, there is a problem of not being at the desired level that could be a modern problem of existing societies. Teaching with technology makes a big challenge in higher education (Daradoumis, et.al, 2013).

Technology is also important in nursing education. There has been a significant increase in the use of technology in nursing education. (Merrill, 2015). Technological advancement is likely to provide even more opportunities for non-traditional delivery of education. MOOCs may alter the delivery of nurse education. This emerging method could increase the scope of educational opportunities available to practicing nurses in the future, leading to greater choice and educational autonomy (Milligan & Littlejohn, 2017).

There are some successful stories of using MOOCs with traditional courses embracing blended learning concept. When integrating MOOCs into blended learning, the students are exposed to the high-quality material from expert tutors all over the world, educational technologies and the opportunity to participate in a collaborative global environment (Kiviniemi, 2014). However, studies done by others have shown that new skills and tasks are required for teachers facilitating blended courses integrating MOOCs (Andone, et.al, 2015). In contradictory, the findings of Bab-son survey mentioned that e-Learning is not better than traditional learning in terms of quality and outcomes and still argued that learning by doing is better (Redona, 2013). MOOC content will not replace traditional education but will instead create supporting content that strengthens the complete education experience (Belfus, 2015). In health care education, MOOCs may have a bright future in healthcare, however, they are unlikely to replace all traditional medical and clinical education (Shang & Liu, 2018). Medical and clinical education demands patient engagement and small-group involvement. Medical training schools, institute and content companies must explore how to plan, implement, manage and evaluate MOOC courses in health care education. The use of MOOCs in nursing education is currently under evaluated area of pedagogy, with only an emerging evidence base to support the wider integration into relevant undergraduate curricula. Although MOOCs have been available for almost a decade, and courses continually becoming available on commercial platforms, there remains a paucity of empirical evidence to support their utilization. Specifically, within nursing education, numerous roles for MOOCs have been proposed for both on- and off-campus learning, however, a clear rationale for their effective deployment is still nascent. (Liyanagunawardena& Williams, 2014).

Furthermore, it is not realistic to expect all nurse educators to seek out and adopt new technologies and teaching innovations. Every nursing faculty needs a few creative nurse educators who take the leader and are early adopters of MOOC course as they can serve as role models for the rest of the faculty in the technology driven educational environment (Merrill, 2015).
Recently, Ministry of Higher education, Malaysia has urged higher education institutions to be more proactive in adopting new technology for teaching and learning. Ministry of Higher education (MOHE) aimed for 30% of courses at public higher education institutions to be offered online by 2015 and encouraged them to be actively involved in MOOCs, which is in line with the blueprint of life-long learning for Malaysia 2011-2020 (Ministry of Education Malaysia, 2015). As a result, International Islamic University Malaysia (IIUM) joint with other public and private institutions offer MOOCs on Open learning.com. Therefore, IIUM students should have the awareness of MOOCs and participation of MOOCs is also critical.

In Malaysia, students can access MOOC course at Openlearning.com. IIUM is one of the public institutions that offer several MOOCs on this platform. Yet, Students are not aware about it because there is no much attention given on MOOC from the university and government to the students in Malaysia ((Nurul Amira Husna Amrang, 2016, Mat.jizat, et.al, 2014). Similarity, there are very few literature on MOOC awareness and integrated MOOC in traditionally taught course among students especially nursing students in Malaysia is still lacking.

Up to now, there is still limited MOOC integration in traditionally taught course in Malaysia higher education, including nursing education. The nature of nursing education is strongly reliance on face-to-face teaching and the essential aspects of hands-on learning in laboratories and clinical settings. Emergency nursing subject also has the same nature and practical based subject. Therefore, in this study, using the blended approach, students will gain theoretical knowledge during MOOC course and practical and discussion via face to face teaching with lecturers.

Moreover, there is addressing critical gaps in emergency nursing education requires an innovative approach, as there are limited numbers of qualified nurse educators with emergency nursing specialty experience. Therefore, if MOOC course of emergency nursing integrates into traditional teaching, there will have some benefits for learners and institution because massive open online courses (MOOCs) are technological innovations have been successfully applied in a wide variety of disciplines to deliver quality online education (Robinson, 2018).

In this study, the MOOC course of emergency nursing that will integrated into the traditional taught course of emergency, theatre and intensive care nursing subject via design and developmental research (DDR) approach. This is a pragmatic type of research that offer a way to establish new tools, procedures and techniques based upon a methodical analysis of specific cases. The design and development of instructional product and program is considered as the heart of the instructional design and technology field (Richey &Klevin, 2007). Therefore, this MOOC course of emergency nursing can be used as instructional intervention in a wide range of nursing education and training environment.

**Aim of the study**

The purpose of this study is to develop MOOC course and investigate the effectiveness of this integrated MOOC course of emergency nursing in traditional taught course of emergency, theatre and intensive care nursing among undergraduate nursing students.

**Objectives of the study**

Based on problem statement, the researcher wish to create MOOC course of emergency nursing using design and developmental research (DDR) approach. This study will conduct by three phases based on DDR principle. The following are the objectives of each phase of this study.
Phase 1: (Need Analysis Phase)
1. To identify the current teaching methods in emergency nursing.
2. To describe the current practice of online learning in nursing education.
3. To examine the awareness of MOOC course among nursing students.
4. To assess the learners’ and lecturers’ opinions regarding the needs of developing MOOC course of emergency nursing in undergraduate nursing education program.

Phase 2: (Design & Development Phase)
1. To investigate the relevant and required contents to design the MOOC course of emergency nursing for nursing students based on experts who have been experienced in teaching emergency nursing subject.
2. To develop the MOOC course of emergency nursing based on experts’ consensus.

Phase 3: (Implementation & Evaluation Phase)
1. To deliver the MOOC course of emergency nursing among nursing students.
2. To evaluate the effectiveness of MOOC course of emergency nursing among nursing student.
3. To identify the experiences of learners and lecturers in MOOC course of emergency nursing.

Research Questions
Based on research problem and objectives, the followings are the research questions of phases of design and development research approach of this study.

Phase 1: (Need analysis phase)
1. What are the current teaching methods in emergency nursing?
2. What is the current practice of online learning in nursing education?
3. How is the awareness of MOOC course among nursing students?
4. What are the learners’ and lecturers’ opinions regarding the needs of developing MOOC course of emergency nursing in undergraduate nursing education program?

Phase 2: (Design & Development phase)
1. What are the experts’ opinions regarding the required contents of MOOC course of emergency nursing in terms of course objectives and learning outcomes, topics of MOOC videos and MOOC platform?
2. What are design characteristics of MOOC course of emergency nursing based on experts’ opinions and consensus?

Phase 3: (Implementation & Evaluation phase)
1. Is the MOOC course effective in learners’ knowledge and skills of emergency nursing?
2. What are the experiences of learners and lecturers in MOOC course of emergency nursing?

Literature review
Technology and Higher education
Nowadays, technology has played a tremendous role in shaping the current state of higher education. In higher education, new education 4.0 identifies the creative and innovative people (Puncreobutr, 2016). It is also a challenge for educators and learners to be prepared who are ready with these life skills of creative and innovative. Education 4.0 is providing to the need of the society in the innovative era. It is in accordance to the changing behavior with
the special characteristics of parallelism, connectivism, and visualization (Goldie, 2016). This learning management must help to develop the learner’s ability to apply the new technology, which will help the learners to adapt the changes in society. Sinlarat (2016) identified that the learning management of this era is a new learning system, allowing the learner to grow with knowledge and skills for the whole life, not just to know how to read and write. Therefore, Education 4.0 will be more than just an education (Sinlarat, 2016).

In addition, the focus of education has shifted from a teacher-centred model to a learner-centred one, offering stronger learning motivation and interactivity. Interactivity maintains learners’ interest and provides a means for personalized learning and reinforcement. Evidences proposed that e-learning is more efficient in most cases because learners gain knowledge, skills, and attitudes faster than through traditional instructor-based methods (Jethro, et.al 2012). As e-learning has become an important part of education system and the students' life have been tied by advanced technology, the students can choose the course, college to study via online, complete and submit their works by online and they can learn everything as they wish for their career development and lifelong learning via MOOC courses. Technology has not only impacted the students but also educators and industry of higher education as a whole because traditional passive learning model is broken and teacher becomes the encourager, adviser, and coach (Hussin, 2018).

E- Learning and nursing education

The use of innovative methods in health care institutions has the potential not only to improve education, but also to empower people, strengthen governance and galvanize the effort to achieve the human development goal for the country (Jayalaxmi, 2016). Innovations depends on the teacher that how they utilizes the instructional strategies while delivering lectures or teaching in clinical. Nursing is a field which requiring clinical knowledge and skills to care for the patients and their family in real life situations (Kalaivani, 2014). Nursing graduates must be prepared as competent healthcare professionals in a highly complex, diverse, and ever-changing environment. The learning process in nursing is very unique because nursing student should be able to perform the activities of the profession in live situations (Nabors, 2012). Critical thinking is crucial to providing safe, competent, and skillful nursing practice. During any course of nursing, clinical experiences are considered as lifeblood of nursing education. Nurse educators and faculties have a responsibility to provide most efficient clinical instruction to aid best learning to nursing students during their course (Sharma, 2017). Nurse educators are obligated to create learning environments that support students’ critical thinking. Not only it is important what students learn, but also equally important that how they learn (Nabors, 2012). For these reasons, traditional teaching methods should be transformed to improve learning experiences and facilitate lifelong learning. Technological advancement is likely to provide even more opportunities for non-traditional mode of education. Zolfaghari, et.al, (2013) presented preliminary outcomes of blended learning program in educating of nursing and midwifery students in Iran. The results showed that there is a positive effect on students’ learning outcomes and participation. In addition, in Chong, et.al (2015) study showed that Malaysian nurses agreed that e-learning was important to increase their knowledge and technical skills as well as to improve their attitudes toward nursing care, competency, and clinical performance.

MOOC in Malaysia

In Malaysia, MOOC has been developed with two different platforms since 2014 in five higher education institutions, four of them are public univerisities and one (OUM) is private institution. Taylor’s University is the first institution in Malaysia that launched the MOOCs in 2013(Fadzil&Latif, 2015).
At the moment, there are a total of 36 MOOCs currently offered by the six above mentioned higher education institutions in Malaysia. The public universities planned for furthering MOOCs development in order to be outlined with the preliminary Malaysian Education Blueprint for Higher Education. Therefore, Ministry of Education (MOE) announced that online learning initiatives will receive budget allocations under the 11th Malaysia Plan (2016-2020). For private higher education institutions like Taylor’s University and OUM, embarking on MOOCs projects are an institutional commitment that requires investments in funding, manpower, infrastructure, content development, and other relevant areas (Fadzil & Latif, 2015).

Most of the MOOCs offered by prestigious academic institutions in Malaysia are free. Students can choose any courses that they are interested. A lot of courses are self-paced, enabling the students to learn the courses anytime, anywhere convenient to them using devices of their choice. Students can register in Malaysia MOOC by going to this website: https://www.openlearning.com/malaysiamoocs (Hussin, 2018). Lessons are delivered via video lectures, PDF or PowerPoint slides. Learners are assessed through various course activities such as forums, discussions, quizzes and practices (Fadzil & Latif, 2015).

**MOOC and Emergency nursing Education**

As MOOC is a new revolution in classroom teaching based on information technology and network resources, it offers opportunities for nursing education in conformation the learning needs of students. In addition, MOOC provides ready to access the continuing professional and inter-professional education and explore innovative teaching model for students’ learning (Goldberg & Crocombe, 2017). However, it also has some limitations that cannot completely replace traditional teaching methods. On the other hand, traditional teaching methods have not fully mobilized the active participation of nursing students, and the theory and practice are not closely combined (Zhang & Hu, 2017). Therefore, careful planning and implementation of content and methods of nursing education are necessary to ensure that it is suitable and fitting for changing healthcare needs (Thorne, 2007). Blended learning is a combination of the advantages of both traditional learning and E-learning (Zhang & Hu, 2017).

Regarding emergency medical education, it has three principle groups in teaching such as basic training at the foundation level for undergraduate students, advanced training for specialists and continuing professional development (CPD) for career staff like emergency doctors and nurses (Roe, Carley, & Sherratt, 2010). Emergency nursing subject in undergraduate nursing program is basic training at the foundation level and that is based on theory as well as practical skills. By blended approach in this subject, theory based topics like prehospital care and disaster management can be taught via online MOOC approach and skill based topics like immobilization, ventilation and cardiopulmonary resuscitation can be taught by face to face teaching and demonstration. These undergraduate nursing students are becoming emergency nurses in future. They should be well equipped with competency knowledge and skills in this field in order to remain functional in evolving clinical practice and to communicate efficiently and credibly with patients and their families who are in life threatening and emergency situation (Katsusuke, et.al, 2017).
### Theoretical Framework

![Theoretical Framework Diagram](image)

### Proposed Research Design, Method and Procedure

#### Research Design

The main inquiries of this study are how is the awareness of MOOC course among nursing students? What are the learners' and lecturers' opinions regarding the needs of developing MOOC course of emergency nursing in undergraduate nursing education program?, what are the design characteristics of MOOC course of emergency nursing based on experts' opinions and consensus?, how well this MOOC course of emergency nursing?, to what degree is effective in students' learning due to this integrated MOOC?, is the MOOC course effective in learners' knowledge and skills of emergency nursing?, and what are the experiences of learners and lecturers in MOOC course of emergency nursing?. In this study, MOOC course of emergency nursing will be designed by analysing needs of learners and lecturers and then will be implemented this MOOC course and evaluated the effectiveness of this course. Therefore, this study will use type one category of design and development research.

Type one category of design and development research is research on Product and tool or program typically involves situations in which the design and development process used in a particular situation is described, analyzed and a final result is evaluated (Richey & Klein, 2014). Generally, this study will develop the MOOC course of emergency nursing that is blended into the traditional taught course of Emergency, Trauma and Intensive care nursing subject. Three phases of design and developmental research, namely; Phase 1- need analysis Phase, Phase 2-Design and Development Phase and Phase 3- Implementation and Evaluation Phase will be conducted.

The Phase 1 of this study is need analysis phase where the current practice of online learning in nursing education and the awareness of MOOC course among nursing students will be identified. Moreover, the learners’ and lecturers’ opinions regarding the needs of developing MOOC course of emergency nursing in undergraduate nursing education program will be assessed. Phase 2 is design and development phase where the relevant and required contents in designing the MOOC course of emergency nursing based on experts who have been
experienced in teaching emergency nursing subject will be investigated and then will develop the MOOC course of emergency nursing based on experts’ consensus. Phase 3 is implementation and evaluation phase in which the effectiveness of implementation of MOOC course of emergency nursing among nursing students will be evaluated and also will identify the experiences of learners and lecturers in this MOOC course.

**Data collection procedure in each phase**

In phase 1, need analysis phase, the purposive samples of ten nursing students from year three at faculty of nursing in IIUM will be taken as the participants as the emergency nursing subject will be taught in that year. Moreover, two lecturers who are going to be taught this subject and had academic qualification with at least master degree in nursing science and with the specialty in emergency nursing and also has experienced at least 3 years in teaching will also be selected as the respondents of this study. Face to face interviewing using semi-structure interview guided questions will be conducted for collecting the data. Semi-structured interviews will be used to gather a focused, qualitative textual data for exploring the needs of developing MOOC course in emergency nursing from the perspectives of students and lecturers. The rich descriptive data of nursing students’ and lecturers’ opinions will be uncovered during semi-structured interview session and these data can move to design and development of MOOC emergency course for nursing students.

In phase 2, design and development stage, the MOOC course will be designed through six experts’ opinions and consensus who are an emergency medical doctor, two nursing lecturers who are teaching emergency nursing subject, one educationalist, one IT expert and one from expert in MOOC and its platforms. These experts will be selected by purposive sampling and opinions and consensus will be collected via focus group discussion. Focus groups are run by researcher as a facilitator, and involve a discussion among a group of six experts as respondents and will last 60 minutes in length. In group discussion, design and structure of course contents, learning outcomes, course objectives and duration of MOOC course will be determined. Then, production of good videos and MOOC platform will be discussed as the content production stage is important in designing MOOC course. At last, course contents will be formatted and uploaded on the decided platform before launching MOOC course. All discussion data are recorded and noted.

Phase 3, implementation and evaluation phase, the MOOC course that has been designed and created in Phase 2 will be launched via open learning platform. Before launching the MOOC course, the researcher will announce to the participants who are year 3 nursing students at IIUM that registration is open and regularly post on university networks. When a course starts, the researcher will manage platform interactions and also monitor interactions via social networks including facebook and email, group whatsapp. Once the course is over for 4 weeks, the researcher will evaluate the effectiveness of MOOC course among nursing students by a one-group pretest–posttest design. And also, the researcher will identify the experiences of learners and lecturers in this MOOC course via interviewing with semi-structure questions.

**Validity and reliability**

In this study of phase 1 (need analysis) and phase 2 (design and development), subjective, interpretive and contextual data will be achieved by interviewing and focus group discussion. These methods are based on qualitative studies. In qualitative studies, unlike quantitative researchers, who apply statistical methods for establishing validity and reliability of research findings, qualitative researchers aim to design and incorporate methodological strategies to ensure the ‘trustworthiness’ of the findings(Noble & Smith, 2015). To determine the ‘trustworthiness’ in qualitative study, there are five criteria as proposed from the framework
of Lincoln & Guba such as credibility, dependability, confirmability, transferability and authenticity (cited in Polit & Beck, 2012).

Firstly, credibility involved two criteria which are firstly the researcher do their study in a way that enhances the believability of findings and then, the researcher also trying to show the believability of their research to the readers (Lincoln & Guba, 1985). To assure credibility (internal validity), the appropriate strategies such as triangulation, prolonged contact, member checks, saturation, reflexivity, and peer review can be used (Simon & Goes, 2016). In this study, the study findings and analysis will be confirmed with informants to ensure credibility (internal validity) of the research.

According to Polit & Beck (2012), dependability is the reliability of data instead of time and condition. Meaning that, the data is true at any time and condition and can be used on the same person despite of the similar context. On the other hand, the other also can make the research as their guidelines also refer to dependability. Dependability is the qualitative counterpart to reliability that can be established through audit trails and triangulation (Simon & Goes, 2016). To make sure the dependability of research, the data will be submitted and discussed with the expert and supervisors and also review the related literature.

Transferability (external validity) is the way the result of the findings can be used in another setting. As stated by (Lincoln & Guba, 1985), it is researcher's responsibility to give enough data to validate the applicability of the research. Then for the transferability of the research, interviews are recorded (audio). To obtain the data, researchers have to listen to it and transcribing the content of the recorded audio and interview again till to data saturation. Data saturation is important to make sure transferability in the research.

To ensure authenticity in this study, first the researcher will build a trust-relationship with the informants and make sure that informants are very clear on the nature of the research. Then the researcher will let the participants to express their feelings and emotion according to the context of the phenomenon.

Regarding the validity of Phase 3 (implementation and evaluation phase), the researcher will use a One-group pretest-posttest design to evaluate the effectiveness of MOOC course. History and maturation become more threatening to internal validity as the time between pre- and posttest increases (Price, et.al, 2017). Therefore, to ensure the internal validity of this design, the researcher will do posttest as fast as possible after the MOOC course.

Reliability refers to the aspect of stability or repeatability. It concerns if the measurement can give consistent results over time (Golafshani, 2003). In phase 3, reliability will be ensured by the stability of topics of MOOC course over the 4 weeks and strictly follow the course timeline. The researcher intends to submit the assessment instruments of (30) multiple choice exam questions to lecturers who has an emergency specialty for experts’ advice and will use these questions for every students in this study to answer within 45 minutes in pre-test and post-test measurement.

Ethic review

In this study, phase 1 and phase 2 will follow the qualitative studies and phase 3 will apply one type of quasi-experimental research, one group pretest and posttest design. For qualitative studies, anonymity, confidentiality, informed consent will be included in ethical considerations. In this study, the researcher will protect the respondent’s identity and hold the information strictly confidential. As the nature of qualitative studies, confidentiality involves elaboration of the form of outcome that might be expected from the study (Sanjari, et.al,
2014), the participants will have been informed well nature of the study, objective of the research, an advance of the research and all the data collected and data on how it will be used. Informed consent has been recognized as an integral part of ethics in research (Sanjari, et.al, 2014). The researcher seek the approval from relevant ethical committee of university before taking the informed consent from the participants to seek documented proof of consent in a written, signed, and ideally, witnessed form.

Moreover, the researcher will take responsibility of protecting all participants in a study from potentially harmful consequences that might affect them as a result of their participation such as their scores are not influenced on their final exam grade.

For phase 3 of this study, in quasi-experimental research, one group pretest and posttest design, ethical principles are primarily centred on protecting research participants and the guiding foundation of “do no harm”. The researcher will follow the following ethical principles related to the protection of participants.

1. Respect for persons – Respect the autonomy, decision-making and dignity of participants by allowing voluntarily participation.
2. Beneficence – Minimizing the risks (physically, psychologically and socially) and maximizing the benefits to research participants by integrating MOOC course.
3. Justice – Participants should be selected from groups of people whom the research may benefit by only selecting the year three nursing students group as they are being taught emergency course (Smith, 2013)

However, concerning the ethical issues in MOOC, the students recognize that they will be easily identified by teachers and other students and they are rarely able to be anonymous when they enter a MOOC. Moreover, MOOCs require caution regarding legal concerns, particularly copyright of any materials created for the MOOC and the privacy of student data and contributions. The researcher will consult the IIUM press regarding copyright issue.

Conclusion

This study will use design and developmental research (DDR) with type one category that is research on product and tool or program. In this study, MOOC course of emergency nursing will be a teaching learning tool that is blended into traditional taught course of Emergency, Theatre and Intensive care nursing subject that is one of the compulsory subjects in undergraduate nursing program.

There are three main phases such as need analysis phase, design and developmental phase, and finally implementation and evaluation phase. Different methodologies such as face to face interview, focus group discussion, and one group pretest and posttest design will be used in related phases. Moreover, in this study, various types of participants like nursing students, nursing lecturers and experts in the field of emergency medicine, emergency nursing, educationalist, IT and expert in MOOC course will be involved.

References


Sanjari, M, et.al. (2014), Ethical challenges of researchers in qualitative studies: the necessity to develop a specific guideline, Journal of Medical Ethics and History of Medicine;


A STUDY ON PROTEAN AND BOUNDARYLESS CAREER ASPECTS AND THEIR IMPACT ON PSYCHOLOGICAL WELL BEING OF INDIAN MILLENNIALS

Dr. Meha Joshi¹
Prof. G.C. Maheshwari²
Prof. Rajan Yadav³

¹Assistant Professor, Delhi School of Management, Delhi Technological University, India
²Professor, Delhi School of Management, Delhi Technological University, India
³Professor, Delhi School of Management, Delhi Technological University, India

Abstract:
The purpose of this research paper is to gain an insight into Protean and Boundaryless career aspects of Indian millennials. Data from 210 employees working in Multi National organizations located in Delhi, NCR region is used to examine the effects of different career mindsets. The study would use Analysis of Variance and Correlation Analysis to study the same. Results show how the career mindset of the Indian millennials impact the organisations.

There is a possibility that sampling strategy employed could weaken the generalization of the research findings. Moreover, the study is cross sectional in nature. The longitudinal study in this regard could have contributed more to the concept. The results of the study would help the organizations to work on designing the strategies to deal with the emerging challenges in dealing with the career mindsets of the millennials. The study may add some important perspectives on the literature on career already available and may serve as a basis for further developing the field of retaining the current work force.

Keywords: Millennials, Psychological well-being, Protean career

Introduction
The purpose of this research paper is to gain an insight into Protean and Boundaryless career aspects of Indian millennials. Data from 210 employees working in Multi National organizations located in Delhi, NCR region is used to examine the effects of different career mindsets. The study would use Analysis of Variance and Regression Analysis to study the same. Results show how the career mindset of the Indian millennials impact the organisations.

There is a possibility that sampling strategy employed could weaken the generalization of the research findings. Moreover, the study is cross sectional in nature. The longitudinal study in this regard could have contributed more to the concept. The results of the study would help the organizations to work on designing the strategies to deal with the emerging challenges in dealing with the career mindsets of the millennials. The study may add some important perspectives on the literature on career already available and may serve as a basis for further developing the field of retaining the current work force.

Literature Review
Protean career attitude and boundaryless career mindset
Globalization, digital revolution and communication advances have revolutionized the job scenario. Consequently, this has led to the changes in job design, which means key
adjustments in many ways for the employees. (Burke and NG, 2006). The emphasis of the millennials, the largest cohort of generation today is to develop their own career paths rather than relying upon the organizations they are working for. Employees try to empower themselves by empowering their own career escalation. (Direnzo and Greenhaus, 2011). The employees of today derive satisfaction and benefits on the goals set for themselves on their own. (Weng and Mc. Elroy, 2012; Weng et al, 2010). This specifically gives way to protean career orientation among the young population. The radicalization in the present employment conditions and contract between employees and their organizations have changed from permanent relational bond to the one that is more temporary, performance based and transactional in nature (Hall and Mirvis, 1994; Rousseu, 1995).

Boundaryless career mindset relates to boundaryless career attitude (mental mobility of employees) and organisational mobility preference of employees (physical mobility of employees)

Psychological well being of employees
Berkman (1971) has defined the concept of psychological well-being as the wholesome effectiveness of employees’ functioning in terms of their psychology. In case an employee may manage his or her negative feelings and emotions in order to attain well being in the long run,(Parsuraman, 1996)

Objectives of the study
1. To find if there is any significant difference in the protean and boundaryless career attitude of employees based on gender
2. To find if there is any significant difference in the protean and boundaryless career attitude of employees based on job experience
3. To investigate the relationship between protean and boundaryless career attitude on psychological well being of employees

Hypotheses of the study
H1. There is no significant difference in the protean and boundaryless career attitude of employees based on gender
H2. There is no significant difference in the protean and boundaryless career attitude of employees based on job experience
H3. There is a significant relationship between protean and boundaryless career attitude and psychological well being of employees

Research Design
The research design used was descriptive. Data was collected from 254 employees working in Multinational companies of India. The group of employees selected was heterogeneous in nature. Data was collected through the self-administered questionnaires and the responses were obtained on five point scale ranging from 1 to 5 where 1 meant strongly disagree and 5 meant strongly agree. Convenience sampling strategy was used for collection of samples
Data Analysis

Table 1: Summary of mean scores and standard deviation of protean and boundaryless career attitude and psychological well being of employees

<table>
<thead>
<tr>
<th>Factors</th>
<th>Sub Dimensions</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protean Career Attitude</td>
<td>Self Driven</td>
<td>3.56(.73)</td>
</tr>
<tr>
<td></td>
<td>Value Driven</td>
<td>4.25(.61)</td>
</tr>
<tr>
<td>Boundaryless Mindset</td>
<td>Boundaryless Career Attitude</td>
<td>4.23(.43)</td>
</tr>
<tr>
<td></td>
<td>Physical Mobility Preferences</td>
<td>3.32(.38)</td>
</tr>
<tr>
<td>Psychological Well Being of Employees</td>
<td></td>
<td>3.56(.59)</td>
</tr>
</tbody>
</table>

The table 1 explains three factors viz. 1. Protean career attitude and its dimensions a. self driven and b. Value driven. The second factor is Boundaryless career mindset with two dimensions a. Boundaryless career attitude with the mean score of 4.23 and s.d of .43 and b. Physical mobility preferences of employees (mean of 3.32 and s.d. of .38). The third factor explained here is Psychological well-being of employees (mean=3.56 with s.d = .59) The table shows that mean of self driven career aspect is 3.56 with a standard deviation of .73, mean of value driven aspect is 4.25 with s.d. of .61.

Table 2: Analysis of variance of protean and boundaryless career attitude with respect to gender

<table>
<thead>
<tr>
<th>Factors</th>
<th>Sub Dimensions</th>
<th>Mean</th>
<th>F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protean Career Attitude</td>
<td>Self Driven</td>
<td>3.56(.73)</td>
<td>5.3</td>
<td>.042</td>
</tr>
<tr>
<td></td>
<td>Value Driven</td>
<td>4.25(.61)</td>
<td>6.8</td>
<td>.03</td>
</tr>
<tr>
<td>Boundaryless Mindset</td>
<td>Boundaryless Career Attitude</td>
<td>4.23(.43)</td>
<td>5.8</td>
<td>.04</td>
</tr>
<tr>
<td></td>
<td>Physical Mobility Preferences</td>
<td>3.32(.38)</td>
<td>12</td>
<td>.03</td>
</tr>
<tr>
<td>Psychological Well Being of Employees</td>
<td></td>
<td>3.56(.59)</td>
<td>1.56</td>
<td>.04</td>
</tr>
</tbody>
</table>

*at .05 level of significance
**at .01 level of significance

H1: There is no significant difference in the Protean and Boundaryless career mindset between groups based on gender.

The effects of Protean and Boundaryless career mindset was investigated using one way Analysis of Variance test. The objective of the test was to find out the difference in the protean career attitude and boundaryless career mindset among the employees based on their gender. The results of ANOVA are presented in the Table 2. The table shows the F value and P value along with the mean scores. Since the p value in case of protean career attitude and boundaryless career mindset is less than .05, it signifies that hypothesis 1 is rejected.
Table 3: Analysis of variance of protean and boundaryless career attitude with respect to years of experience

<table>
<thead>
<tr>
<th>Factors</th>
<th>Sub Dimensions</th>
<th>Mean</th>
<th>F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protean Career Attitude</td>
<td>Self Driven</td>
<td>3.56(.73)</td>
<td>6.8</td>
<td>.022*</td>
</tr>
<tr>
<td></td>
<td>Value Driven</td>
<td>4.25(.61)</td>
<td>23</td>
<td>.04*</td>
</tr>
<tr>
<td>Boundaryless Mindset</td>
<td>Boundaryless Career Attitude</td>
<td>4.23(.43)</td>
<td>12</td>
<td>.01**</td>
</tr>
<tr>
<td></td>
<td>Physical Mobility Preferences</td>
<td>3.32(.38)</td>
<td>9.6</td>
<td>.02*</td>
</tr>
<tr>
<td>Psychological Well Being</td>
<td></td>
<td>3.56(.59)</td>
<td>4.9</td>
<td>.09</td>
</tr>
</tbody>
</table>

*at .05 level of significance
**at .01 level of significance

H2. There is no significant difference in the Protean and Boundaryless career mindset between groups based on years of experience.

The effects of Protean and Boundaryless career mindset were investigated using one-way Analysis of Variance test. The objective of the test was to find out the difference in the protean career attitude and boundaryless career mindset among the employees based on their experience of work. The results of ANOVA are presented in the Table 2. The table shows the F value and P value along with the mean scores. Since the p value in case of protean career attitude and boundaryless career mindset is less than .05, it signifies that hypothesis 2 is rejected.

Table 4: Bivariate correlation between protean career attitude and psychological well being of employees

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Job Satisfaction</th>
<th>Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protean Career Attitude</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-Tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>254</td>
</tr>
<tr>
<td>Safety</td>
<td>Pearson Correlation</td>
<td>.738**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-Tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>254</td>
</tr>
</tbody>
</table>

*significant at .01 level

Linear regression analysis was performed to study the relationship among the Protean career attitude of employees and psychological wellbeing of employees. They were found to be significantly positively correlated i.e .738 at significance level of .01 which shows that there is a positive relationship between protean career attitude and psychological well-being of employees.
Discussion

The results highlight that there is a significant difference in the protean career attitude and boundaryless career mindset of employees based on the gender of the employees and also there is significant difference in the protean career attitude and boundaryless career mindset of employees based on the experience of the employees. The results show that there exists a strong correlation between protean career attitude and psychological well-being of employees’ level of employees. The existence of relationship between protean career attitude and psychological well-being of employees is further supported by the several other studies.

Conclusion

It can be concluded that there is a difference in the protean career attitude and boundaryless career attitude based on age and gender of employees. Moreover, it has also been established that there is a positive relation existing between protean career and psychological well-being of an individual. This implies that protean careerists are more likely to be psychologically well grounded. Several researches have shown the existence of the relationship between psychological well-being of employees and life satisfaction. This study makes the space for studying such relationship which show how psychological well-being can be instrumental for protean careerists to achieve life satisfaction.

References:


ADDRESSING THE SKILLED WORKFORCE SHORTAGE: 
THE KEY TO INCLUSIVE GROWTH AND TRANSFORMATION

Vi Hoang Dang

1 Swiss National Science Foundation
(Email: dhvi70@gmail.com, Markus.maurer@phzh.ch)

Abstract:
Skills shortage in the developing countries is still a big challenge for the sustainable development and transformation of an economy. There are many factors that have been pointed out by researchers and policy makers, impacting to the company development. One of them relates directly to solve the problem of the skills shortage is the vocational skills development programmes (VSD). Therefore, the main aim of the project is to identify ways to improve VSD programmes, which cater to the manufacturing sector. To gain the goal, how VSD can most effectively contribute to the successful company development, a questionnaire was designed to explore 3 types of information, from 162 manufacturing companies in garment, electronics and fish processing industries, namely: (1) inclusive growth, (2) transformation of the companies and (3) how the VSD programs impacting to the business operations, growth and transformation. The findings indicated that (1) the skills shortage appeared in the manufacturing industries with the high percentage over 95% at operator position; (2) the skills shortage negates to the business operations, the growth and the transformation of three industries; (3) the skills shortage may reduce the productivity and income. Regards to the VSD programs, the findings showed that (4) the VSD programs did not meet the skill requirements of industries. Based on the results, three lessons with central focusing on the VSD programs are made to reduce the skills shortage in short and long term. Firstly, training at company is an effective way to fix the skills shortage meeting immediately the skills requirements of company. Secondly, VSD programs need to be revised and updated annually by considering industry as the most important partner to cooperate (industry driven). Thirdly, to make successfully the relationship between VET provider and industry, Government should be a third party to identify clearly the rights and responsibilities of each organization.

Introduction
From 1986 until the present, Vietnam has been a typical example of a rapidly developing economy. Between 1999 and 2017, GDP increased nearly ten times, from 28.68 billion USD to 240.5 billion USD. As a result, Vietnam has received much attention from international organizations as well as from policymakers and researchers. This achievement was based, to a large extent, on two strategies: transforming central economic management to a market economy and secondly, moving from an economy based primarily on agriculture to one with a strong industrial and service sector. These changes have lifted Vietnam from being a poor nation to a middle-income country. In the process of transforming from an agricultural economy to industrial and service bases, the Vietnamese economy has experienced a lack of skilled human resource in all fields, especially in manufacturing.

In order to address skills shortages and their negative effects, the Vietnamese government passed a series of laws which were aimed at strengthening vocational skill development (VSD), such as the Education Law, the Higher Education Law, and the Law on Vocational Education.
Training. Respective strategies were developed for labor-force development and vocational education training development, as well as a National Qualification Framework. Through these efforts, the Vietnamese government was successful in setting up a regulatory framework helping companies to access workers with appropriate knowledge, skills and attitudes.

However, in developing countries such as Vietnam, there is very little available evidence or research that comprehensively evaluates how vocational skill development programs have been related to the sustainable development and transformation of manufacturing industries. Based on this, the research project titled "The contribution of vocational skills development to inclusive industrial growth and transformation: An analysis of critical factors in six countries" is being conducted, funded by the Swiss National Science Foundation, the aim being to identify ways to improve the vocational skills development program (VSD) that caters to the manufacturing sector.

Three industries at a glance

In order to examine how VSD can most effectively contribute to successful company development, a survey was conducted to obtain the linkages between industrial growth and transformation on the one hand and vocational skills development on the other, focusing on 162 companies in three sectors, namely the garment, electronics and fish processing industries. Previous studies have shown that firstly, over 68% of staff in all three industries is unskilled, secondly, the export of all three industries annually increased between 2012 and 2017, and thirdly, the numbers of workers in the electronics, textile, and fish processing industries are increasing. However, firms are still experiencing difficulty sourcing a skilled labor workforce.

Growth and transformation

There were 162 manufacturing companies (forty electronics companies, sixty-six fish processing companies, and fifty-six garment manufacturing companies) involved in the project. Their responses to surveys were divided into three main categories: industrial growth and transformation, shortage of skilled labor and VSD programs.

Figure 1: Growth and transformation

Figure 1 shows that there is growth and transformation occurring in each of the companies. In which:

- Employment is defined as the number of workers in the company.
- Sales shows the total annual revenue.
- Productivity is the value that one worker produces in one year.
Income is defined as the income of one worker per month.
Technology denotes the number or value of all the machines, computers and modern technical equipment that the company used in the year.
Organization relates to the way that companies organize, manage and run the company.
Products indicates the number of varied goods or products and the new goods or services that have been added within the company.

The labor structure changed in accordance with the needs of corporate restructuring, reducing the number of management levels and changes to modern technology. For example, more than 70% of enterprises increased the number of employees in the period from 2012 to 2017 for various reasons such as expanding their production, adding new lines, expanding business fields and/or associating with other companies producing the same products. The total revenue of positive growth for 80% of companies may be due to expansion of the market, the improved value of similar products or changing to a new line of goods or services.

It is observed that some enterprises are in the process of transforming modernization, but have difficulties acquiring skilled human resources. Labor productivity of about 50% of enterprises showed decreases in growth, but the number of observations for this indicator was quite low (sixteen), so to achieve more effective results, the number of observations needs to be increased. In addition, some enterprises invested in machinery and equipment but failed to upgrade the skills of workers needed at the same time. Only 50% of companies showed increases in income. The low rate of income growth may be due to low productivity. Another possible reason for the low improvement in profitability is that companies have an increase in the number of workers but have not addressed the shortage of skills.

The skilled workforce shortage
Findings revealed that there was “difficulty to fill positions” at all levels, the exception being the general worker position. More than 85% of companies stated that it was “somewhat difficult” and had “significant difficulty” filling operator and supervisor positions (Figure 2). This indicates a skilled workforce shortage.
Figures 3 and 4 show that the skilled workforce shortage situation has negatively impacted business operation, growth and expansion of companies. The most clearly negative effect was shown in the operator position that indicated a 67% “somewhat negative” effect and 22% “significantly negative” effect on the business operation (Figure 3).

The skilled workforce shortage also impacted negatively on the growth and expansion of companies (Figure 4). For example, at the supervisor position, the percentage of the “somewhat negative” and “significantly negative” responses was over 81%, and at the operator position was over 89%.

**Vocational Skills Development programs**

Based on the companies’ evaluations of the VSD programs which aimed to meet the skills requirements, two main themes emerged. Firstly, the VSD programs (pre- and in-employment) contributed to the skills needs of companies. Secondly, there was a different level of contribution between the pre-VSD programs and the VSD programs in-employment. In figure 5, responses placed the contribution of the pre-VSD programs for all positions at a somewhat higher than significant level. However, the contribution of VSD in-employment programs reported as being at a significant level was even higher. It is obvious that in-employment programs are considered to be much better than pre-employment programs. By way of further explanation, it appears that there is a gap in effectiveness between the relationship of the VET providers or Universities and industries. This gap may be leading to a skilled workforce shortage.
Figure 5: The VSD programs’ contribution to meet the skills needs of companies

Conclusions

Enterprises are ready to transform, although the growth rate is not impressive when compared with the transformation. In fact, all companies surveyed reported growth with regard to the number of employees, sales, productivity and income. However, the transformation was happening more quickly (Figure 1). This shows that enterprises are adapting to changes in the global economy. This transformation will create a foundation for sustainable development. Difficulty in filling positions, or the skilled workforce shortage is a major concern for manufacturing companies and is a current concern. This situation may have resulted in reduced productivity and income and indicates an unusual outcome in the relationship between the skilled workforce shortage and income. In fact the skills shortage may lead to reduced productivity, thus reducing the company profit and unlikely to raise the income for workers. The skilled workforce shortage also highlights the fact that the VSD programs of the vocational education training (VET) providers and Universities do not meet the requirements of industries and affect negatively on the operations, growth, and expansion of companies. To remedy the skilled workforce shortage at the macro level, the role of key stakeholders needs to be reconsidered. At the micro level in the short-term, to solve immediately the skilled workforce shortage, companies must retrain their current workers to meet their skills requirements. The role of in-house training at the company level is stressed. In the medium and long term, companies need to work closely with VET providers to determine the supplementary skills or essential skills needed in VSD programs in order to improve skills for the students who are the future workers. The responsibilities of VET providers include supplying short term and long-term training courses to solve the skilled workforce shortage, working closely and actively with companies in order to understand the requirements of companies and inviting company representatives to be involved in the design of VSD programs. The Government has a responsibility to standardize and update VSD programs based on regional and international standards and create legal frameworks and policies to support the relationships between VET providers and companies.
AN IMPACT OF CULTURAL CHANGE ON EMPLOYEES ENGAGEMENT AND ORGANIZATION PERFORMANCE: A LITERATURE REVIEW

Faizal Rashidi B Md Dom¹ Abdul Murad B Ahmad¹

¹Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam, Malaysia
(Email: faizalrashidi@gmail.com)

Abstract:
Organization culture plays an important role in influencing employee engagement and performance. It takes into account the changing cultural factors in an organization. Hence, this paper aims to look into the impact of cultural change on employees’ engagement and organization performance based on conceptual argument. It blends together the cultural changes from the other perspectives. In brief, some recommendations have also been proposed to address the many cultural change issues in most organizations.

Keywords: cultural change, employees engagement, organization performance

Introduction
Just how can businesses react fairly quickly to such modifications or perhaps be agile. Organizational agility, based on Lee Dyer (2001) involves a judicious combination of stability as well as reconfigurability. In the present extremely powerful and rapidly changing environment, manufacturing situation has undergone a fast change in the prior two years, more so within the past several seasons. The manufacturing units are constantly trying to upgrade themselves by acquiring and possibly developing brand new technologies. For instance in Tanzania, these occasions is the shift from farming era to the industrial era, and more recent one would be the influx of the information technology age.

Statement of the problem
Organizational culture includes beliefs and attitudes of people in executing, organizing, gratifying and evaluating their performance when managing issues of external adaptations and internal integration, the approach they believe in addition to feel about the businesses of theirs.

Organizational culture is recognized by elements as incentive process, specialized skills, re-structuring of business system, vision, mission, core values, training, motivation, recruitment and termination. It goes on that these characteristics of organizational culture alteration from on leadership to the next in a given business. Such modifications are suggested by a rise or perhaps maybe decrease of a specific characteristic.

Literature review
Organization Culture
Organizations have distinct culture and personality which show the values of theirs, techniques of talking about issues, decision making and doing stuff. Organizational culture includes beliefs and attitudes of people in executing, organizing, gratifying and evaluating their performance when managing issues of external adaptations and internal integration, the approach they believe in addition to feel about the businesses of theirs.
Most business culture mirrors benefit of proprietors in reinforcing the vision/objective of the team to establish the main running orientation and also giving people with shared identity. And so while it comprises a bond that helps to keep a company together it is additionally an informal control mechanism which helps with control of individuals efforts.

**Types of Organization Culture**

Organizational culture is often analyses across three fundamental dimensions: Weak compared to good, Low Performance, plus Adaptiveness (Johnson, 1998). A great society encourages employees bonding through extensively shared values and beliefs.

Clearer goals decrease staff anxiety and promote quicker response performances ensuing into reduced overseeing costs, improving effectiveness as an outcome of presence of a good business culture. In a great society a leader formulated good value as well as methods pertinent to naturally competitive environment; very own organizational commitment to control based on recognized principles; and also worry for the health and happiness of stakeholder. A sensitive culture involved having widely various value and beliefs that make employees be separated from the group which only a small group have loyalty toward specific or perhaps management. This specific community type seldom supports stagy implementation or perhaps performance.

**Culture Change**

Cultural change generally describes radical as opposed to minimal change. it is not easy to achieve; It is a complicated, complex, challenging energy which might have quite a while to do. You are going to find three basic kinds of cultural change. These are revolutionary and comprehensive initiatives to modify the lifestyle of the entire business, Efforts that's gradual and incremental but nevertheless are created to cumulate to produce a considerable reshaping of the entire organizational culture and Efforts restricted to radically alter particular subcultures or maybe perhaps cultural ingredients of the general differentiated culture.

Implementing culture change requires folks involvement through the key phases;' unfreezing' pre-existing tradition and' refreezing' the newest. Pilot research by modify facilitators along with champions is vital. Internal communication is crucial in supplying way of life change message thought the company.

**Cultural Change and Employee Engagement**

Employee engagement is a distinct and unique construct, typically described as a private employee' s great, job related mental state of mind (Macey and Schneider, 2008). Though engagement is not an attitude (Saks, 2006), it is all about individual's perceptions, comprising thoughts, opinions as well as behavioral inclinations towards goals (one's job function, group or maybe behaviors and group). These attitudes directly result in an objective (i.e., the mindful program to handle the behavior) as well as, subsequently, to the specific conduct (Solinger et al., 2008). As a result, engagement doesn't have bodily qualities, but it precedes as well as guides behavior (Ajzen, 2001), normally causing a willingness to commit yourself and also expend you are discretionary work to assist the employer succeed (Saks and Gruman, 2014 Because engagement begins with an individual person's expertise of the readily available energy and needs at one time (Sonnentag and Demerouti, 2010), you are able to come across certain variants in how and when people feel interested (Bandura, 2001; Hirschfeld and Thomas, 2008).
Cultural Change and Organization Performance

Organizational performance comprises the real results or maybe output of a company as measured against planned goals and also goals (Virgina D. 2009). Put quite simply, organizational functionality could be recognized by how well a company is carrying out to achieve its objectives. It is crucial for the owners or perhaps managers of a company to understand the performance number of the group to possess the capacity to discover what changes they’re competent to expose. Without getting the knowledge of the performance, it's going to be difficult for the professionals on the team to know when exactly modifications are needed in the company. From previous literatures, performance seem to be an incredibly complex concept. Additional attention must be given to the way performance is evaluated. Superior performance means the activities are completed effectively and efficiently. Organizational performance describes an extended range effort to correct an organizations problem solving capability and also the capability of its to contend with modifications in its outside surroundings by employing eternal or maybe internal behaviourist scientist providers, and possibly change agents, as they are frequently known as. From a content viewpoint, efficiency is exactly about economy, efficiency and effectiveness. It takes out the relationship between effective and minimal cost (economy), the result and attained final result (effectiveness), between discovered and powerful price (efficiency).

Discussion

The Effect of Organizational Change on Change Performance

Changes impact performance at the person, team and organizational level. People learn through curiosity and experimentation, teams find out by motivating variety of ideas and input, businesses find out by disciplines constant improvement and experimentation. When something different happens, things which are great happen. People possess a much more impressive daily life and are generally far more committed to work. Teams have a tendency to become more productive and groups and competitive.

Employee productivity is vital for the achievements of every company and success with this powerful environment. Nowadays business requires some kind of employees that contribute over their job scope and much from goals expectations. The majority of the businesses managing with fashionable challenges place much more focus on employee efficiency. Downsizing, mergers, innovations and restructuring of the businesses typically reduce employees’ performance. In additions to that here, task, quantity and quality, changing place and time restrictions radically impact the work life of workers.

Mental tension: Organization shift, particularly when the modifications are great in changes that are several & reach happen at exactly the same period, it results to higher anxiety associated prescriptions by employees. Right now there may be numerous causes for increased levels of stress, such as perceived injustices or unfairness, insufficient typical interaction by management or fear of later changes.

Loss of loyalty: Many businesses look to salaries and benefits as the initial places to decrease when trying to initiate changes involving cost saving. In case this happens, it is unavoidable that a few employees can make the organization to find work in other places. The workers that stay, whether they remain perhaps or voluntarily because they could not locate work elsewhere, are resentful. Motivation decreases, consuming work effectiveness along with it. Employees lose their business loyalty and may wind up angry adequate to purposefully sabotage the business.
Increased period from work: When organizational modifications are announced, particularly when there is downsizing required, employees usually split into 1 of two groups: those who will attempt to handle the fate of theirs also as anyone that would love to get available before the changes happen.

Organizational Commitment & Change Management

Due to employee engagement’s good connection to organizational dedication, comprehending organizational commitment’s connection to alter control might offer several few useful insights. Fedor, et al., (2006) conducted research on the impact and organizational change of its on worker dedication. Their study investigated 30 2 various public and also private businesses. They divided commitment into two parts: dedication to the switch initiative and dedication on the company.

Most likely the most crucial general results have been that, "commitment to the change and the organization are not influenced in similar means by organizational shift as well as individuals' reactions to modify based upon a complicated calculus reflecting various facets of the shift and its consequences." The inference of these outcomes is always that concentrating on something different initiative’s effect on either of these two change types, on their own, is not positive (Fedor et al, 2006). Much more especially, dedication to the switch gotten to its optimum amount when; the switch demands occurred largely in the device level, change requires in the unique level were minimal, therefore the shift was deemed favorable. When the switch was found as typically bad commitment dropped.

Lastly, trust and openness negatively predicted an employee’s goal going from the business and turnover intentions expected neglect. If organizational commitment and also employee engagement are closely related then Chawla and Kelloway’s results highlight communication and trust as possible crucial features of employee engagement. The accomplishments of the modification process should not be governed by whether it had been planned and otherwise, though it is essential the procedure is handled so it does not crash (Van Tonder, 2004 ).

How is Performance Impacted by Change

Ussahawanitchakit and Sumritsakun (2008) suggest that organisational change has a quick positive effect in work performance. It is also vital the employee stay focus and also produce high quality benefits which will guarantee the organisation survival into the succeeding Cronje and also smit (2002,) American states that efficiency is pushed by motivation, capability together with the opportunity to perform the work. As an outcome, the adoption of self-appraisal and self-rating techniques are very helpful in motivating personnel to have an active part in establishing his or possibly the personal interests of her. In the product sales environment computing an employee’s efficiency isn't hard as it might be assessed through the quantity of sales one accomplished in a particular time. This is not apparent in the places of work, such business analyst, accountants etc.

Conclusion & Recommendation

The employee perceptions of the modification process are certainly much more important when compared with the setup of the modification itself. Switch is an excellent deal more challenging and complex than many professionals believe. Organizational change demands change control knowledge, very soft and personal reflection, hard skills and creativity. In this particular case employees believe in the leaders of theirs to become publishing values that are similar as they and would consume a fight for them.
Organizational change centered on the simplification of company (organizational framework and simplify the reporting lines). This process suggested that a number of the functions that used existing within the current structure had been done at bay with, along with thus workers will likely be retrenched. It was thus important you understand exactly how the workers looked at the meditation process. The relationship between the organizational change plus employee inspiration was discovered to be an upbeat one although definitely not powerful. This therefore meant the additional workers have been great about the modification process, the more determined they’d been around the perspective on the long term.

In the process to accomplish this study good deals of aspects have been opened and which the researcher could not delve into. Nevertheless, future studies could be the following:

- How workers at various organisational hierarchy (levels) seen or perhaps probably considered the logical behind an organisational modification?
- Comparing employee commitment and performance pre and publish the organisational change.
- The job of interaction is lowering the destructive effect of organisational change. The right way to keep personnel motivated during an organisational modification procedure?

References


APPLICATION OF REGRESSION ANALYSIS IN REVIEWING THE EFFECT OF STORE ATMOSPHERE ON THE PURCHASE DECISION PROCESS

Yunia Mulyani A¹, Sussy Susanti², Ade Triana³

¹Management study program, Institute of Economic Science (STIE) Ekuitas, Indonesia (E-mail: yuniams@yahoo.com)
²Management study program, Institute of Economic Science (STIE) Ekuitas, Indonesia (E-mail: sussy.rebab19@gmail.com)
³Management study program, Institute of Economic Science (STIE) Ekuitas, Indonesia (E-mail: triana.ade@gmail.com)

Abstract: As the number of restaurants in Bandung grows, the competition in the industry is getting tougher. Therefore, an effort is needed to survive. One effort that can be done is to create a consumer-oriented marketing strategy that seeks to satisfy customers' needs and desires. This study aims to determine and analyze the influence of the Store Atmosphere on the Consumer Purchase Decision Process at the Chicken Day Resto Bandung. This research was conducted on consumers of Chicken Day Resto Bandung who made a process of purchasing decisions and the number of samples set was 100 respondents. This study uses a simple linear regression analysis. Based on the responses of consumers regarding store atmosphere obtained a fairly good value and regarding the process of purchasing decisions that fall into the good category. The results showed that the store atmosphere had a positive and significant effect on the process of purchasing decisions of 47.5% and 52.5% influenced by other variables not examined

Keywords: Store Atmosphere, Purchasing Decision Process, Chicken Day Resto Bandung

Introduction

The increasingly competitive competition requires companies to be able to implement strategies that can maintain and develop their companies. The success of a company in marketing its products is determined by a strategy tailored to the situation and conditions of the target market. Companies are required to be able to implement a more competitive marketing strategy that is able to analyze the situation, determine the right marketing targets, select and analyze target markets, and be able to design marketing strategies that can adapt to business dynamics that determine the existence of competitive competition. Marketing strategies in which there are satisfaction, pleasure and positive perceptions in the minds of consumers create an emotional attachment to them and the results will attract consumer buying interest and satisfy the needs and desires of consumers so that they make purchasing decisions.

Indonesia is a developing country, especially in the creative industry sector. The Deputy for Research, Education, and Development of the Creative Economy Agency (BEKRAF) revealed that in the past year it had contributed Rp. 642 trillion or 7.05 percent of Indonesia's total gross domestic product (GDP). The biggest contribution came from culinary efforts as much as 32.4 percent, 27.9 percent mode, and craft 14.8 percent. In addition to contributing to the national GDP, the creative industry is the fourth largest sector in employment, with a national contribution of 10.7 percent or 11.8 million people (Tempo.co, 2016).
Based on that data, it can be seen that the creative industry sector contributes to national economic growth, marked by the data of the past year which contributed Rp. 642 trillion or 7.05 percent of Indonesia's total GDP and the largest contribution came from culinary efforts which contributed 32.4 percent of Rp. 642 trillion, this shows a very tight competition in culinary efforts in Indonesia. In other words, the company must be able to develop and maintain its existence if it does not want to experience setbacks in the business world.

Bandung as one of the culinary tourist destinations has one unique restaurant among the many restaurants in Bandung, namely the Chicken Day Resto. A restaurant located in Ruko Tritan Point A5 Jalan A.H. Nasution, Cipadung, Bandung city has two concepts namely indoor and outdoor. Chicken Day Resto Bandung itself has a quite adequate building with its two-story appearance and is supported by a large parking area and a wifi network that is fairly fast to attract the attention of consumers. But among the many advantages possessed, Chicken Day Resto Bandung still has problems, namely regarding sales reports that are still below the target set by the company. Marked by sales report data per month from January 2018 to September 2018. The data is shown in Table 1.

The fluctuations in sales data are due to the tight competition in the culinary field, especially in areas close to the business location of Chicken Day Resto Bandung, so businesses must package a place to have an advantage that can entice consumers to make purchases. In purchasing decisions, consumers not only respond to the goods and services offered but also provide a response to the purchasing environment that is pleasing to consumers. This makes the consumer choose the preferred store, restaurant, or cafe and make a purchase.

The in-store atmosphere, companies are not only oriented to benefits but also prioritize customer emotions by providing facilities that can provide satisfaction for customers to achieve a pleasant experience. This concept also encourages companies to be more creative in thinking about marketing steps that attract consumers to buy and become loyal to these products. In this case, the company needs to create a good store atmosphere so that consumers feel the atmosphere they want. Through the store atmosphere, marketers try to engage customers by conveying information related to services, prices, and availability of merchandise that is unique and creative.

Store Atmosphere will help determine the store's image and help position the store in the minds of consumers, lure consumers, make them comfortable and remind them what products need to be purchased. The main element of the store atmosphere is the atmosphere.

The atmosphere in the store is one of the various elements in the retail marketing mix. Store atmosphere aims to fulfill functional requirements while providing an enjoyable shopping experience that supports transactions. ‘Atmosphere refers to the store physical character that projects the image and draws customer.’ (Berman & Evans, 2010).
### Table 1: Sales Data At The Bandung Chicken Day Resto

<table>
<thead>
<tr>
<th>Month</th>
<th>Sales Target</th>
<th>Realization</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Rp 20.000.000</td>
<td>Rp 14.686.000</td>
<td>73.43 %</td>
</tr>
<tr>
<td>February</td>
<td>Rp 20.000.000</td>
<td>Rp 15.118.000</td>
<td>75.59 %</td>
</tr>
<tr>
<td>March</td>
<td>Rp 20.000.000</td>
<td>Rp 17.665.000</td>
<td>88.32 %</td>
</tr>
<tr>
<td>April</td>
<td>Rp 20.000.000</td>
<td>Rp 16.210.000</td>
<td>81.05 %</td>
</tr>
<tr>
<td>Mei</td>
<td>Rp 20.000.000</td>
<td>Rp 13.696.000</td>
<td>68.48 %</td>
</tr>
<tr>
<td>June</td>
<td>Rp 20.000.000</td>
<td>Rp 13.445.000</td>
<td>67.22 %</td>
</tr>
<tr>
<td>July</td>
<td>Rp 20.000.000</td>
<td>Rp 13.456.000</td>
<td>67.28 %</td>
</tr>
<tr>
<td>Agustus</td>
<td>Rp 20.000.000</td>
<td>Rp 13.105.000</td>
<td>65.52 %</td>
</tr>
<tr>
<td>September</td>
<td>Rp 20.000.000</td>
<td>Rp 12.562.000</td>
<td>62.81 %</td>
</tr>
</tbody>
</table>

Source: Document Chicken Day Resto Bandung, October 2018

Store atmosphere is a very important physical characteristic owned by a retail business to be able to maintain consumers to feel comfortable and want to linger in the store visited so that they can calmly choose the products needed and can also stimulate the desire to buy unplanned (spontaneously).

Elements of the Store Atmosphere, according to (Berman & Evans, 2010) is divided into four elements, namely:
1. Exterior
2. General Interior
3. Store Layout
4. Interior Displays

Store atmosphere is one of the purchasing decisions by consumers, where purchasing decisions are a common consideration for consumers in the process of fulfilling the needs of goods and services. In buying and consuming something, consumers first make a decision about what products are needed, when, how and where the process of buying or consuming will occur. Thus the need for a decision-making process to buy something in the form of goods or services.

Purchasing decisions are the choice of two or more alternative purchasing decision choices, meaning that someone can make a decision, there must be several alternative choices. Everyday consumers take various decisions regarding every aspect of daily life. However, consumers often take this decision without thinking about how to make decisions and what is involved in this decision-making process. Based on the definition from experts above, it can be concluded that purchasing decisions are the decision of consumers to buy goods or services, where consumers have previously evaluated goods or services that have been purchased as the selection of actions from two or more alternative choices regarding the process, method, act of buying, taking into account other factors about what was bought, when to buy, where to buy and how to pay.

This research has several problems, namely (1) how is the Store Atmosphere implemented at the Chicken Day Resto Bandung ?, (2) how is the Purchasing Decision Process in the Bandung Chicken Day Resto ?, and (3) how much the Store Atmosphere influences the purchasing decision process on Chicken Day Resto Bandung?
Literature Review

The atmosphere in the store is one of the various elements in the retail marketing mix. Store atmosphere aims to fulfill functional requirements while providing a pleasant shopping experience that supports transactions. Understanding the store atmosphere according to Berman, Barry, and Evans (2010) (Berman & Evans, 2010) is an atmosphere referring to the store physical characteristic that projects the image and draw of the customer. From this understanding, it can be said that store atmosphere is a very important physical characteristic owned by a retail business to be able to maintain consumers to feel comfortable and want to linger in the store visited so that they can calmly choose the products needed and can also stimulate the desire to buy unplanned (spontaneously). Based on the above understanding, it can be seen that the store atmosphere influences the consumer's image of a store which in turn will influence the buyer's decision to shop at the store.

Several national and international studies were conducted to analyze the influence of store atmosphere in marketing, both online marketing, and direct marketing. International researchers who have conducted research include Manganari, Siomkos, and Vrechopoulos (2009) (Manganari, Siomkos, & Vrechopoulos, 2009) who concluded that online store atmosphere influences various aspects of online consumer behavior, while Cho and Lee (2016) (Cho & Lee, 2016) say that store space, especially color interior in luxury fashion serves as an important marketing point for conveying brand's image to consumers. Singh, Katiyar, and Verma (2014) (Singh, 2014) reveal that all factors in store atmosphere have a significant effect on consumer behavior in deciding purchases. Research conducted by Hussain and Ali (2015) (Hussain, 2015) concluded that atmospheric variables such as cleanliness, scent, lighting and display/layout have a positive influence, whereas music and color have an impact on consumers purchase intention. The temperature has almost no impact on purchase intention of the consumers. Madjid (2014) (Madjid, 2014) explains that the store atmosphere has a significant effect on customer emotions and decisions, there for customer emotions have a significant effect on purchase decisions. Customer emotions act as partial mediating the relationship between the store atmospheres on purchase decisions. The role of mediation of customer emotions is a significant influence on increasing purchase decisions. Tulipa, Gunawan, and Supit (2014) (Tulipa, Gunawan, & Henky Supit, 2014) state that physical facilities affect satisfaction. Display of product and point of purchase have a positive influence on emotions. Positive emotions give impact to customer satisfaction, then in turn satisfaction affect repurchase intention. So that it can be said that physical facilities affect satisfaction, where satisfaction affects consumer repurchases on a product.

A similar study was conducted by Indonesian researchers including Meldarianda and Lisan (2010) (Meldarianda & Henky Lisan, 2010) who stated that overall Store atmosphere in ROEMAH KOPI Bandung was considered quite good in the eyes of consumers, and the overall purchasing decision process at ROEMAH KOPI Bandung was considered good in the eyes of consumers. Princess, Kumadji, and Kusumawati (2014) (Putri, Kumadji, & Kusumawati, 2014) explained that Store Atmosphere had a significant influence on Purchasing Decisions at Monopoli Cafe and Resto. Store Atmosphere has no significant influence on Customer Satisfaction at Monopoli Cafe and Resto, and the Purchasing Decision has a significant influence on Customer Satisfaction at Monopoli Cafe and Resto. The conclusion is almost the same as stated by Maretha and Kuncoro (2011) (Maretha & Kuncoro, 2011) which states that store atmosphere and store image have a significant effect on consumer purchasing decisions in Gramedia Pondok Indah bookstore. Waloejan (2016) (Waloejan, 2016) research on store atmosphere shows that the shop exterior, general interior, shop layout, and interior display significantly influence consumer purchasing decisions in Kawan Baru Mega Mas Manado restaurants. The results of Sugiman and Mandasari’s research (2015) (Sugiman & Mandasari, 2015) prove that the four-store atmosphere variables
consisting of the general exterior, general interior, store layout, and interior display have a positive and significant effect on purchasing decisions at Sanctuary. Of the four-store atmosphere variables, interior display variables are the most significant variables. Diawan, Kusumawati, and Mawardi (2016) (Satya, Kusumawati, & Mawardi, 2016) in their research stated that store atmosphere variables have a significant influence on purchase decision and customer satisfaction.

Methodology

In this study, the population is consumers who come to the Bandung Chicken Day Resto in the period January 2018 - September 2018, which is 4,050 people. The sampling technique used in this study is probability sampling technique, from the results of the calculation, it is known that the sample size needed is 100 respondents who came to visit the Chicken Day Resto Bandung.

The data analysis test was carried out with the following procedures (1) validity test, (2) reliability test, (3) classic assumption test (heteroscedasticity test, normality test), and (4) regression analysis.

Results and Discussion

Validity and Reliability Test

Validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the question and questionnaire are able to reveal something that will be measured by the questionnaire. This validity test is done by correlating the total score produced by each respondent with the score of each item. Instruments can be declared valid if the value of the r-count coefficient obtained > r-table (0.361).

Data reliability testing is used to show the extent to which the measurement results have been consistent if done twice or more of the same symptoms. The reliability test in this study used Cronbach's Alpha technique. The instrument is said to be reliable if the value of Cronbach’s Alpha is greater than 0.6. The results of testing the validity and reliability of the store atmosphere (variable X) and purchasing decisions (variable Y) are shown in Table 2 and Table 3.

Table 2 described all statements that form the store atmosphere have a calculated r-value above the r-table value so that all statements are declared valid. In Table 3, it can be seen that all statements that make up the purchasing decision process have a calculated r-value above the r-table value so that all statements are declared valid.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Dimension</th>
<th>Indicator</th>
<th>Item</th>
<th>Data Scale</th>
<th>r-count</th>
<th>r-table</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store Atmosphere</td>
<td>Exterior</td>
<td>• Storefront</td>
<td>Attractive level of storefront appearance.</td>
<td>1</td>
<td>0.543</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>(X)</td>
<td></td>
<td>• Store name board</td>
<td>The level of clarity of the store nameplate.</td>
<td>2</td>
<td>0.433</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Store environment</td>
<td>The level of security and comfort of the shop environment.</td>
<td>Ordinal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Parking lot</td>
<td>The extent of the parking area.</td>
<td>3</td>
<td>0.591</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>0.699</td>
<td>0.361</td>
<td>Valid</td>
</tr>
</tbody>
</table>
General Interior

- Floor type
- Color and lighting
- Aroma and music
- Shop equipment
- Air temperature

<table>
<thead>
<tr>
<th>Item</th>
<th>Data Scale</th>
<th>Item No.</th>
<th>r-count</th>
<th>r-table</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.567</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>0.632</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>0.723</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>0.368</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ordinal</td>
<td>9</td>
<td>0.669</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>0.524</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>0.485</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>0.527</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 3: Validity And Variable Reliability X Test Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Dimension</th>
<th>Indicator</th>
<th>Item</th>
<th>Data Scale</th>
<th>Item No.</th>
<th>r-count</th>
<th>r-table</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Display</td>
<td>Technology</td>
<td>Uniqueness of store decorations</td>
<td>15</td>
<td>0.562</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Level of interesting food pictures</td>
<td>16</td>
<td>0.589</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Level of attractive meal package</td>
<td>17</td>
<td>0.587</td>
<td>0.361</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliability Coefficient</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.864</td>
<td>Reliable</td>
<td></td>
</tr>
<tr>
<td>Critical Point</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.600</td>
<td>Reliable</td>
<td></td>
</tr>
</tbody>
</table>

Information Reliable
Table 4: Validity And Variable Reliability Y Test Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Dimension</th>
<th>Indicator</th>
<th>Item</th>
<th>Data Scale</th>
<th>Item No.</th>
<th>r - count</th>
<th>r - table</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to the Problem</td>
<td>• Internal stimulation</td>
<td></td>
<td>The level of personal desire</td>
<td>Ordinal</td>
<td>1</td>
<td>0.753</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Information Search</td>
<td>• Personal sources</td>
<td></td>
<td>Level of influence from the family</td>
<td>Ordinal</td>
<td>2</td>
<td>0.694</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>• Experimental sources</td>
<td></td>
<td>Level of influence of experience from someone/friend</td>
<td>Ordinal</td>
<td>3</td>
<td>0.728</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Level of food/drink according to needs</td>
<td>Ordinal</td>
<td>4</td>
<td>0.599</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Alternative Evaluation</td>
<td>• Needs</td>
<td></td>
<td>The level of stability of the benefits of a food/drink</td>
<td>Ordinal</td>
<td>5</td>
<td>0.701</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Purchasing Decision (Y)</td>
<td></td>
<td></td>
<td>The level of stability in choosing a product</td>
<td>Ordinal</td>
<td>6</td>
<td>0.471</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>• Benefits</td>
<td></td>
<td>The degree of stability in choosing a brand</td>
<td>Ordinal</td>
<td>7</td>
<td>0.476</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>• Products</td>
<td></td>
<td>Level of time to buy products</td>
<td>Ordinal</td>
<td>8</td>
<td>0.742</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Post-purchase behavior</td>
<td>• Brand</td>
<td></td>
<td>Post-purchase satisfaction level</td>
<td>Ordinal</td>
<td>9</td>
<td>0.736</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>The level of decision to make a repeat purchase</td>
<td>Ordinal</td>
<td>10</td>
<td>0.556</td>
<td>0.361</td>
<td>Valid</td>
</tr>
</tbody>
</table>

| Reliability Coefficient        | 0.845                            |
| Critical Point                 | 0.600                            |
| Information                    | Reliable                         |

Figure 1: Heteroscedasticity Testing Graph
Table 5: Data Normality Test Results

<table>
<thead>
<tr>
<th></th>
<th>Store Atmosphere</th>
<th>Keputusan Pembelian</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Normal Parameters&lt;sup&gt;a,b&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>53.0500</td>
<td>27.7388</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>8.2037</td>
<td>5.5542</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
<td>Absolute</td>
<td>0.99</td>
</tr>
<tr>
<td></td>
<td>Positive</td>
<td>0.99</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
<td>-0.85</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
<td>1.989</td>
<td>3.44</td>
</tr>
<tr>
<td>Asymp. Sig (2-tailed)</td>
<td>0.082</td>
<td>0.03</td>
</tr>
</tbody>
</table>

<sup>a</sup> Test distribution is Normal.
<sup>b</sup> Calculated from data.

Classic Assumption Test

Heteroscedasticity Test

Based on Figure 1, it is known that the points obtained from an irregular random pattern and if drawn vertically and horizontally at zero, these points are still divided into four quadrants, so that the residual variance in the data is homoscedasticity.

Normality Test

Based on the results of testing the normality of data shown in Table 4, it can be seen that the probability value obtained by each variable > 0.05 indicates that the data used is normally distributed so that it can be said that the assumption of data normality is fulfilled.

Testing of Partial Hypotheses (t-Test)

The research hypothesis is partial as follows,

- $H_0$: $\beta = 0$: Store atmosphere has no significant effect on the purchasing decision process of Chicken Day Resto Bandung.
- $H_a$: $\beta \neq 0$: Store atmosphere has a significant effect on the purchasing decision process of Chicken Day Resto Bandung.

Denote that significance level ($\alpha$) is set to 0.05 (5%).

Based on Table 5, it is known that the $t$-calculated value obtained is 9.420. This value will be compared with the $t$-table value in the distribution table $t$. With $\alpha = 0.05$, $df = n-k-1 = 100-1-1 = 98$, obtained $t$-table value in the distribution table $t \pm 1.984$. From the above values, it can be seen that the calculated $t$-value is 9.420, which is outside the value of $t$-table ($-1.984$ and $1.984$). In accordance with the testing criteria of the hypothesis that $H_0$ is rejected and $H_a$ is accepted, it means the store atmosphere has a significant effect on the purchasing process of the Chicken Day Resto Bandung.

Correlation Analysis

Based on Table 6, it is known that the correlation coefficient obtained is 0.689. The correlation value is positive, which shows that the relationship that occurs is in the same direction, where the better the store atmosphere, it will be followed by the higher process of purchasing decisions. Based on the interpretation of the correlation coefficient, a value of 0.689 belongs to the category of strong relationships, in the class interval between 0.600 - 0.799.
Coefficient of Determination

Based on Table 7, it can be seen that the correlation value (R) is 0.689, with a coefficient of determination of 47.5%. From the results of the calculation above it can be seen that the coefficient of determination obtained is 47.5%. This shows that the store atmosphere contributes to the purchasing decision process of 47.5%, while the remaining 52.5% is a contribution from other variables not examined.

Table 6: Linear Regression Equation Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>2.722</td>
<td>2.056</td>
<td></td>
<td>1.013</td>
</tr>
<tr>
<td>Store Atmosphere</td>
<td>0.471</td>
<td>0.30</td>
<td>0.885</td>
<td>9.420</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Proses Kepuhasan Pembelian

**Table 7: Correlations Analysis**

<table>
<thead>
<tr>
<th></th>
<th>Store Atmosphere</th>
<th>Proses Kepuhasan Pembelian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store Atmosphere</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.003</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
<tr>
<td>Proses Kepuhasan Pembelian</td>
<td>Pearson Correlation</td>
<td>0.689</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
</tbody>
</table>

**Correlations are significant at the 0.01 level (2-tailed).**

**Table 8: Coefficient Of Determination**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.689*</td>
<td>.475</td>
<td>.470</td>
<td>4.04421</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Store Atmosphere

Conclusions

Store atmosphere in the Chicken Day Resto Bandung is categorized quite well. But the respondent's response to the interior display indicator was at the lowest interval because the atmosphere provided was less attractive.

The process of purchasing decisions at the Chicken Day Resto Bandung is categorized well. But the value of the post-purchase behavior indicator has the lowest value of the other indicators, this shows that respondents feel less satisfied after buying a product at the Chicken Day Resto Bandung.

Store atmosphere contributes to the purchase process of Chicken Day Resto Bandung by 47.5% while the remaining 52.5% is contributed by other variables not examined. This shows that Store Atmosphere in Bandung's Chicken Day Resto has a high influence on the Purchasing Decision Process.
References


CHANGING THE LEARNING WHEEL: GEN Z LEARNING STYLE

Mohd Noor Azman bin Othman¹, Mas Anom Abdul Rashid², Ida Rosnita Ismail³, Sarah Artiqah Mohd Saad⁴, Saifurizan Norizan⁵, Norasyikin Misnan⁶

¹Faculty of Education, Humanities and Arts, Kolej University Poly-Tech MARA, Kuala Lumpur, Malaysia (E-mail: masanom@kuptm.edu.my)
²Faculty of Business, Accounting and Social Science, Kolej University Poly-Tech MARA, Kuala Lumpur, Malaysia
³Graduate Business School, Universiti Kebangsaan Malaysia, Bangi, Malaysia
⁴Faculty of Business, Accounting and Social Science, Kolej University Poly-Tech MARA, Kuala Lumpur, Malaysia
⁵Faculty of Business, Accounting and Social Science, Kolej University Poly-Tech MARA, Kuala Lumpur, Malaysia
⁶Faculty of Business, Accounting and Social Science, Kolej University Poly-Tech MARA, Kuala Lumpur, Malaysia

Abstract:
The generation typology has been well and widely discussed by many throughout the years as each generation bears its unique characteristics and the changes they bring with them. These unique characteristics to certain extent will redefine how things are done in our daily activities. To date there are many terms coined for this generation such as the digital natives, Generation 2020, iGen, Gentech, Gen Wii and also the Net Gen. Regardless of the terms, one clear characteristic of this generation is that they are born with technology. This brings about a big change especially in the teaching and learning process. In an effort to provide an appropriate learning environment to the students, it is important to determine an approach that best suits the type of learners involves. Learners are generally categorized in 3 types that are visual, auditory and kinesthetic. This study is carried out with the aim of determining the learner type of Gen Z students at a private university college in Malaysia in an effort to confirm popular literature which categorizes Gen Z students as kinesthetic learners. A total of 375 questionnaires consists of 30 items were distributed. However, only 305 were analyzed. Based on the finding, interestingly contrary to the literature, it was found that most of the students fell under the visual learners instead of kinesthetic where 34.2% were identified as visual learners, 28.3% as kinesthetic learners while 28% were auditory learners. The remaining 7.9% were found to have two or more traits of learner style, either AV, AK, VK and the rest 2.3% had all the three traits. Findings also showed that the year Gen Z where born has a significant association to their learner style. Based on the findings more investigations should be done to justify such outcome. Future research may venture into the cultural background of the students, as different educational and cultural background may induce such outcome. This findings may suggest the teaching approach that needs to be applied has to be culturally bias regardless of the universal Gen Z characters learning requirements.

Keywords: Gen Z, learning style, Malaysia, private higher learning institute, change, teaching approach

Introduction
The changes taking place in the society due to the development of information technology have impacted our lives to the core. Form how we communicate, socialize to how we learn
have witnessed changes that we once thought will not happen. The complexity of this is being fuelled by the different type of so-called people living from one period of time to another. These so called “people” or referred to as generation grew up with different economic and cultural conditions and have different styles and expectation (Rothman, 2016).

Each generation is so unique that each has a name given based on the period where each was born. To-date there are five generations starting with the veterans, the baby-boomer, X generation (Gen X), followed by the Y gen (Gen Y)(Millenials) and now the Z generation (Gen Z). The world is actually preparing to welcome the alpha generation into the generational typology as the Gen Z people are nearing end of their period already. With such unique and well defined characteristic, people living in each generation act according to their surrounding in order to life comfortably with their lifestyle.

As each generation grew up in time the learning process that are parallel with it can never be separated from each generation. Throughout the years different teaching theories and approaches have been formulated and experimented on each generation according to each generation characteristics in trying to best deliver a meaningful learning experience to the people involved so what is learnt will be applied in carrying out their daily activity comfortably. This is important because these people or cohorts possess common views, values and attitudes and share a universal knowledge of life (Edmund & Turner, 2005).

It is important to understand the types of learners involves in the teaching and learning process as the outcome of a successful teaching learning relies on the appropriate method used in the process. Education is less about the transfer of knowledge from teacher to student and more about helping students make sense of the over-abundance of information available to them (Seemiller and Grace, 2016). Therefore, in order to teach effectively, it is vital to tailor what the students’ habits and needs to the approach applied in the process (University of British Columbia, 2019). With that, being asserted, the underpinning concept of learning is that the approach or method use in the process must be appropriate with the learners’ learning style.

Much has been researched and studied pertaining to learners’ learning style in identifying the learners’ type, the VAK Model has been widely use in many studies, as it matches with the nature of the learner individually in the classroom (Heekstall, 2016).

VAK stands for visual, auditory and kinesthetic learning style, sometimes the word tactile is used with the acronym to make it becomes VAKT get in most cases tactile is merged with physical interactions and this includes tactile which refers to tangible feel.

As the discussion stresses the important of applying the appropriate stresses, the important of applying the appropriate approach for certain learners the focus of the study is on the learners themselves as subjects as it is important to distinguish the type of learner the subjects of the study are.

Gen Z being the subject being studied are people born between the year 1995 – 2010. Several terms have been coined out describing this generation. Some of the terms are the digital natives, the 2020 Generation. They are not only different learners but also different in values and goals compared to the previous generation which is the Gen Y. Hence, the assumptions of Gen Y in the teaching and learning process may not apply to them.

As generation changes and so does the belief, values and attitudes. It is important to determine the type of learners Gen Z are because compared to their predecessor, especially when their learning needs reflects the changing world fuelled by new technology (Chum et
al., 2016). In order to make sure the teaching and learning process is still relevant and meaningful to this generation teaching styles and approaches would need to be aligned to Gen Z values and learning styles.

This will also help not only the students but also the teacher to be more effective in performing their duties.

The VAK self-assessment of learning styles differentiate each learner in what is labelled as one’s learning style and this is important matching the educators teaching methods to match with the learners’ learning preferences will allow the learner to acquire better understanding of the subject matter (Cegulski, Hazan, Rainer, n.d, p 136).

Research Objectives

This study is carried out to determine the actual learning style of Gen Z students as proposed by literature. This findings will eventually be used to prepare the teaching staff at a private university to stay relevant with the changing world of education induced by technology savvy Gen Z students.

Research Questions

There are four research questions formulated for the study. They are:

RQ1: What is the main type of learners are Gen Z students?
RQ2: Is there are any association between the year Gen Z was born with the learning style?
RQ3: Does academic program level undertaken by a Gen Z student have any relation to the learning styles?
RQ4: Does Gen Z gender have any relation to the learning styles?

Literature Review

Gen Z are those born between 1995 – 2012. They are given many names such as ‘Sharing Generation. The generation that is “All technology All the Time” and “Born Digital” (Barnes & Noble College, 2019). The oldest of this generation are now leaving colleges and universities. Gen Z are seen as more independent than their predecessors. Among other characteristics of the generation apart from being tech-savvy, are the “all technology all the time” term. They are also passionate about the importance and value of higher education; particularly in the way it provides access to career that interest them and reward them financially. According to Beal (2019), Gen Z are also focused, multi-taskers, bargainers, early-starter, more entrepreneurial, high expectation, individualistic and global. With such varied characteristics compared to their predecessors. Meeting Gen Z expectation will be a very big challenge due to generation gap between them and their educators.

Teaching and Learning

The teaching and learning process is the result of two words combine together that are teaching and learning. Teaching on its own means intervention that involved the planning and implementation of instructional activities and experience to meet attended learner outcomes according to the teaching plan while learning is the relatively permanent change in an individual’s behavior that can occur at any time or pace as a result of consciously exposed to the learning material. Therefore, the teaching and learning process is the most powerful instrument of education to bring about desired changes in the students (Daber, 2013) that is why determining the learner type in Gen Z to deliver meaningful learning experience is important.
Learners Learning Style
Learners learning style indicates an individual’s preferential focus on different types of information. The different ways of perceiving information and the rate of understanding information or in other words an individual’s mode of gaining knowledge (Dictionary.com, 2012).

Traditionally learners learning style is assessed using KOLB learning style inventory (LSI) (Manocheri & Young, 2006). It is used to measure the degree to which individuals displays the learning derived from experiential learning theory.

More recent studies now used the VAK which was developed by psychologists in 1920s to classify the most common ways that people learn (Mindtools, 2019). The classification is being labelled into three main model which are the visual, followed by auditory and kinesthetic. At times, researchers used an additional model which is the tactile. Due to overlaying elements tactile is often being absorbed in the kinesthetic style.

The Visual Learner Model
The visual learner have two sub-channels that are linguistics and spatial. Learners who are visual-linguistic like to learn through written language such as reading and writing tasks. They remember what they have written down even though they do not learn read it many times.

Meanwhile, the visual spatial learners usually have difficulty in written language but they perform better in dealing with charts demonstrations, videos and other visual materials. They recognize faces and their surrounding easily

Auditory Learner Model
Auditory learners often talks to themselves. They tend to move their lips and read out loud. They have difficulties when dealing with reading and writing tasks yet have an advantage when it comes to talking to colleagues or learning what was said.

Kinesthetic Learner Model
Kinesthetic learners tend to have advantage from both ends. They perform best when it comes to touching and moving. They also have to sub-channels that are the actual kinesthetic which involves movement and tactile that is reflecting the touching aspect a learner’s preference. This is in reference to the statement stressed earlier that sometimes tactile is not needed in isolation but rather being combined with kinesthetic.

Kinesthetic learners tend to lose concentration if there is little or not external stimulation or movement when listening to lectures they tend to take down notes for the sake of moving their hands or scan the reading material before they actually read it. They normally used color highlighters and take down notes by drawing pictures, diagrams or at times doodling (nw link.com., 2019).

Research Methodology
This is a quantitative research whereby a set of questionnaires were distributed to 380 respondents all over 8 campuses of Kolej Poly-Tech MARA all over Malaysia. A total of 304 data where analysed using the descriptive frequency analysis of the demographic factors, crosstab and chi-square to determine the association between Gen Z year-born and learning style, program level and learning style as well as gender and learning style.
The instrument used is the VAK questionnaire whereby the total A, B or C or the respondents’ response will determine the type of learning style the respondent is. It consist of two section, Section A is for the demographic factors while Section B is for the VAK 30 items.

Respondents take only 10 minutes to answer the questionnaire given to them.

**Findings**

A descriptive frequency analysis were conducted on the data. The following are the details of the findings.

<table>
<thead>
<tr>
<th>Table 1: Demographic factor frequency analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO.</strong></td>
</tr>
<tr>
<td>1. Year born:</td>
</tr>
<tr>
<td>1995</td>
</tr>
<tr>
<td>1996</td>
</tr>
<tr>
<td>1997</td>
</tr>
<tr>
<td>1998</td>
</tr>
<tr>
<td>1999</td>
</tr>
<tr>
<td>2000</td>
</tr>
<tr>
<td>2001</td>
</tr>
<tr>
<td>Others (before 1995)</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2. Gender</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>3. Program Level</td>
</tr>
<tr>
<td>Foundation</td>
</tr>
<tr>
<td>0</td>
</tr>
<tr>
<td>Diploma</td>
</tr>
<tr>
<td>157</td>
</tr>
<tr>
<td>Degree</td>
</tr>
<tr>
<td>112</td>
</tr>
<tr>
<td>Professional</td>
</tr>
<tr>
<td>35</td>
</tr>
<tr>
<td>4. Semester</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>11</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>5. Campus</td>
</tr>
<tr>
<td>KUPTM KL</td>
</tr>
<tr>
<td>139</td>
</tr>
<tr>
<td>KPTM Ipoh</td>
</tr>
<tr>
<td>13</td>
</tr>
<tr>
<td>KPTM Kota Bharu</td>
</tr>
<tr>
<td>28</td>
</tr>
<tr>
<td>KPTM Batu Pahat</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>KPTM Bangi</td>
</tr>
<tr>
<td>61</td>
</tr>
<tr>
<td>KPTM Alor Setar</td>
</tr>
<tr>
<td>18</td>
</tr>
<tr>
<td>KPTM Kuantan</td>
</tr>
<tr>
<td>41</td>
</tr>
<tr>
<td>KPTM Semporna</td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

The majority of Gen Z students responded to the questionnaire were the ones born in the year 2000 (32%) followed by 1999 (16.4%) and 1998 (14.8%). The number of the students based
on campuses are not even as they are students representing their campuses at a national sports event.

The second item is gender where there are 40.8% male and 58.9% female respondents participating in the survey. Among them, the majority comes from the diploma program (51.6%) while 36.8% comes from the degree program. The majority of the respondents are the 3rd semester students (35.5%) while the rest of the respondents comes from various semesters.

Most of them comes from KUPTM KL branch campus as there are 139 (45.7%) followed by KPTM Bangi, 61 (20.1%) and Kota Bharu 28 or 9.2% students. The number of respondents coming from the rest of the campuses are not prominent as they fall below 10%.

The data were then run and analyze again using the chi-square crosstab analyses to answer the research questions mentioned earlier

**RQ1: What is the main type of learners are Gen Z students?**

A frequency descriptive analysis was conducted on the data and the finding is shown in Table 2 below.

<table>
<thead>
<tr>
<th>learning_style</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visual</td>
<td>104</td>
<td>34.2</td>
<td>34.2</td>
<td>34.2</td>
</tr>
<tr>
<td>Auditory</td>
<td>85</td>
<td>28.0</td>
<td>28.0</td>
<td>62.2</td>
</tr>
<tr>
<td>Kinesthetic</td>
<td>86</td>
<td>28.3</td>
<td>28.3</td>
<td>90.5</td>
</tr>
<tr>
<td>visual +auditory</td>
<td>13</td>
<td>4.3</td>
<td>4.3</td>
<td>94.7</td>
</tr>
<tr>
<td>visual+kinesthetic</td>
<td>8</td>
<td>2.6</td>
<td>2.6</td>
<td>97.4</td>
</tr>
<tr>
<td>auditory+kinesthetic</td>
<td>1</td>
<td>.3</td>
<td>.3</td>
<td>97.7</td>
</tr>
<tr>
<td>all 3</td>
<td>7</td>
<td>2.3</td>
<td>2.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>304</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 2, it was found that the majority of Gen Z who are born between the year 1995 – 2001 was found to be a visual learners (34.2%), while the other 28.3% was kinesthetic and 28% auditory. The rest of them spread from a combination of visual and auditory, visual and kinesthetic kind of learners. While on 2.3% is a combination of all three types of learners.

Therefore H01, Gen Z are not kinesthetic learners is accepted.

**RQ2: Is there are any association between the Gen Z’s year-born learning style?**

The following table is the result of RQ2.
Table 3 Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>59.164</td>
<td>42</td>
<td>.041</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>61.830</td>
<td>42</td>
<td>.025</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>1.987</td>
<td>1</td>
<td>.159</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>304</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 38 cells (67.9%) have expected count less than 5. The minimum expected count is .00.

Table 4 symmetric measures

<table>
<thead>
<tr>
<th>Symmetric Measures</th>
<th>Value</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominal by Nominal Phi</td>
<td>.441</td>
<td>.041</td>
</tr>
<tr>
<td>Cramer's V</td>
<td>.180</td>
<td>.041</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>304</td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 3, the findings indicate that there is a significant association between learning style and the year-born of Gen Z as the Pearson Chi-Square shows a significant value of $p < .05$, the test showed there is a significant association between year-born and learning style of Gen Z.

Therefore, $H_{o2}$ There is no significant association between learning style and year born of Gen Z is rejected.

Table 5: Crosstabulation between learning style and year-born

<table>
<thead>
<tr>
<th>year_born * learning_style Crosstabulation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>visual</td>
</tr>
<tr>
<td>1995 Count</td>
<td>11</td>
</tr>
<tr>
<td>Expected Count</td>
<td>7.5</td>
</tr>
<tr>
<td></td>
<td>16</td>
</tr>
<tr>
<td>1996 Count</td>
<td>14.0</td>
</tr>
<tr>
<td>Expected Count</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>15.1</td>
</tr>
<tr>
<td>1997 Count</td>
<td>12</td>
</tr>
<tr>
<td>Expected Count</td>
<td>15.4</td>
</tr>
<tr>
<td></td>
<td>9</td>
</tr>
<tr>
<td>1999 Count</td>
<td>17.1</td>
</tr>
<tr>
<td>Expected Count</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>33.2</td>
</tr>
<tr>
<td>2000 Count</td>
<td>1</td>
</tr>
<tr>
<td>Expected Count</td>
<td>1.4</td>
</tr>
<tr>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Others Count</td>
<td>.3</td>
</tr>
<tr>
<td>Total Count</td>
<td>104</td>
</tr>
<tr>
<td>Expected Count</td>
<td>104.0</td>
</tr>
</tbody>
</table>

Table 5 showed that Gen Z born in the year 2000 has more visual learning style compared to the rest of the years and learning style.
RQ3: Does academic program level undertaken by a Gen Z student have any association to the learning styles?

A Chi-Square Test was also conducted on the data to get the findings to answer this RQ3.

Table 6: Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>24.433</td>
<td>12</td>
<td>.018</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>29.620</td>
<td>12</td>
<td>.003</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>.244</td>
<td>1</td>
<td>.621</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>304</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 11 cells (52.4%) have expected count less than 5. The minimum expected count is 12.

Based on table 6 findings, Pearson Chi-Square indicated that p > .05, therefore there is a significant association between program level and Gen Z learning style. H$_{03}$ There is no significant association between Gen Z program level undertaken and learning style is rejected.

Table 7: Symmetric measures

<table>
<thead>
<tr>
<th>Symmetric Measures</th>
<th>Value</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominal by Nominal</td>
<td>Phi</td>
<td>.283</td>
</tr>
<tr>
<td></td>
<td>Cramer's V</td>
<td>.200</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>304</td>
<td></td>
</tr>
</tbody>
</table>

Table 8 Program level crosstabulation with learning style

<table>
<thead>
<tr>
<th>program_level * learning_style Crosstabulation</th>
<th>visual</th>
<th>auditory</th>
<th>kinesthetic</th>
<th>visual+auditory</th>
<th>visual+kinesthetic</th>
<th>auditory+kinesthetic</th>
<th>all 3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>diploma Count</td>
<td>48</td>
<td>54</td>
<td>34</td>
<td>11</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>157</td>
</tr>
<tr>
<td>expected Count</td>
<td>53.7</td>
<td>43.9</td>
<td>44.4</td>
<td>6.7</td>
<td>4.1</td>
<td>.5</td>
<td>3.6</td>
<td>157.0</td>
</tr>
<tr>
<td>degree Count</td>
<td>46</td>
<td>25</td>
<td>36</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>112</td>
</tr>
<tr>
<td>expected Count</td>
<td>38.3</td>
<td>31.3</td>
<td>31.7</td>
<td>4.8</td>
<td>2.9</td>
<td>.4</td>
<td>2.6</td>
<td>112.0</td>
</tr>
<tr>
<td>professional Count</td>
<td>10</td>
<td>6</td>
<td>16</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>expected Count</td>
<td>12.0</td>
<td>9.8</td>
<td>9.9</td>
<td>1.5</td>
<td>.9</td>
<td>.1</td>
<td>.8</td>
<td>35.0</td>
</tr>
<tr>
<td>total Count</td>
<td>104</td>
<td>85</td>
<td>86</td>
<td>13</td>
<td>8</td>
<td>1</td>
<td>7</td>
<td>304</td>
</tr>
<tr>
<td>expected Count</td>
<td>104.0</td>
<td>85.0</td>
<td>86.0</td>
<td>13.0</td>
<td>8.0</td>
<td>1.0</td>
<td>7.0</td>
<td>304.0</td>
</tr>
</tbody>
</table>

Table 8 also showed that the the total number of visual type of learning style is at 104 which is the majority number of learning style, however, the diploma level students are more to auditory learning style. The degree level students on the other hand, are more to visual learning style and so does the professional students.

RQ4: Does Gen Z gender have any association to the learning styles?

Table 9 below explains the result of RQ4.
Table 9: Chi-Square Test
Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>6.979a</td>
<td>6</td>
<td>.323</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>8.073</td>
<td>6</td>
<td>.233</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>1.647</td>
<td>1</td>
<td>.199</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>304</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .41.

Based on Table 9, the findings showed a Pearson Chi-Square p > .05. It can be concluded that there is no significant association between gender and Gen Z learning style. Therefore, $H_{o4}$ There is no significant association between gender and Gen Z learning style is accepted.

Table 10: Symmetric measures
Symmetric Measures

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominal by Nominal</td>
<td>Phi</td>
<td>.152</td>
</tr>
<tr>
<td>Cramer's V</td>
<td>.152</td>
<td>.323</td>
</tr>
</tbody>
</table>

N of Valid Cases 304

Table 11: Crosstabulation between gender and learning style

<table>
<thead>
<tr>
<th>gender * learning_style Crosstabulation</th>
<th>visual</th>
<th>auditory</th>
<th>kinesthetic</th>
<th>visual+auditory</th>
<th>visual+kinesthetic</th>
<th>auditory+kinesthetic</th>
<th>all 3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>Count</td>
<td>45</td>
<td>33</td>
<td>38</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>124</td>
</tr>
<tr>
<td>Expected Count</td>
<td></td>
<td>42.4</td>
<td>34.7</td>
<td>35.1</td>
<td>5.3</td>
<td>3.3</td>
<td>.4</td>
<td>2.9</td>
</tr>
<tr>
<td>Female</td>
<td>Count</td>
<td>59</td>
<td>52</td>
<td>48</td>
<td>8</td>
<td>7</td>
<td>0</td>
<td>180</td>
</tr>
<tr>
<td>Expected Count</td>
<td></td>
<td>61.6</td>
<td>50.3</td>
<td>50.9</td>
<td>7.7</td>
<td>4.7</td>
<td>.6</td>
<td>4.1</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>104</td>
<td>85</td>
<td>86</td>
<td>13</td>
<td>8</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Expected Count</td>
<td></td>
<td>104.0</td>
<td>85.0</td>
<td>86.0</td>
<td>13.0</td>
<td>8.0</td>
<td>1.0</td>
<td>7.0</td>
</tr>
</tbody>
</table>

Discussion and Conclusion

Based on the findings, this study has shown that contrary to other studies such as Barnes & Noble College (2019) showed that most of its respondents are kinesthetic, followed by visual and auditory. While possible explanation would be the teaching approach applied at the college. The education system in America stresses on students exploratory skills by doing and information searching which require ones’ movement which promote more doing than listening (auditory) and watching (visual).

Students at this private college on the other hand being exposed to power-point presentation in lectures which explains why they are visual learners. Auditory is the result of watching followed by listening at to the lectures. But this does not mean that the teaching approach does not promote exploratory skill but the stress is not as focus as the other two mentioned previously. Therefore, the Gen Z students at this private college are more visual and auditory compared to kinesthetic.

For the second research question, it was found that there is an association between year born and learning style. This could be due to the changing technology exposed to the students. It
was found that the earlier Gen Z students are more visual compared to the ones born in the middle or end of the generation. As mentioned, we have witnessed a rapid change brought about by technology does affect the learners’ preference in learning. One example is the social media application that has been so influential to these learners. One will be replaced by another which is more preferred by them. Such example are “MySpace”, “Friendster” which has been taken over by Facebook and Instagram.

For research question 3, it was found that the program level does have some influence on Gen Z learning style. This corresponds to the findings from research question 2 as the younger cohort and the older cohort for Gen Z have different learning preferences due to their exposure to technology.

Lastly, for research question 4, it was found that there is no relevant connection between gender and learning style. One explanation could be both sexes are being exposed to technology equally to technology in their lives hence, both tend to be able to perform sparingly.

Based on the overall findings, it could be recommended that future research should investigate the disparity between the findings in the Malaysian and international setting of Gen Z learning style when more research should explore the possibility of cultural norm and social-economic background of the respondents in terms of determining the extension of their exposure of technology they received. By doing so, it is hoped to provide a clearer explanation on the anomaly found in this study.

References

Barnes and Noble College (2019). Getting to know Gen Z.
Chun et al. (2016). Teaching generation Z at the University of Hawaii.
COHERENCE AMONG THE SENSEMAKER IN THE DEVELOPMENT OF BLACK RICE FARMING

Rahmawati Zulfiningrum1,2 Sumardjo2, Amiruddin Saleh2, Ivanovich Agusta2

1Departement of Communication Science, Faculty of Computer Science, Dian Nuswantoro University, Jl. Imam Bonjol No. 207, Semarang 50131, Central Java, Indonesia
2Deparment of Communication Science and Community Development, Faculty of Human Ecology, IPB University, Dramaga, Bogor 16680, West Java, Indonesia

*Corresponding Author: darumzulfie@gmail.com

Abstract:
Black rice is one of the alternative food that can help to overcome the problems of degenerative diseases, such as heart attacks and diabetes that caused by food consumption and unhealthy lifestyle because it has high anthocyanin and fiber content. This study proposed a sensemaking theory to understand coherence. Phenomenology was used to find out how sensemakers were involved in understanding the development of black rice farming program in Sirampog Sub-district, Brebes District. Through an in-depth interview process, analyzing seven characteristics of sensemaking and the trigger of sensemaking is applied to sort out the information that causes ambiguity and uncertainty that were analyzed using NVivo 12. The results showed that to achieve coherence of sensemakers are influenced by indigenous knowledge, various constraints of program development, equivocality, and program information in choosing the sensible actions. Retrospective and extracted cues affected the sensemakers in the sensemaking process, driven by plausibility applied to collect various information. The propose framework is the sensemaker coherence by implementing a collective action among the sensemakers in order to achieve sustainable development of black rice farming program.

Keywords: black rice, coherence, program development, sensemaker

Introduction
Black rice is very different when compared with black sticky rice or other rice, in terms of taste, aroma or appearance is very specific and unique. The results showed that black rice is very good for preventing the risk of heart attack because it has a fiber content of food and hemicellulose is much higher than white rice (Narwidina 2009). The content analysis of macro nutrients and the glycemic index of color rice bars, recommends black rice as an intermediate food for diabetic nephropathy because it has the lowest glycemic index and glycemic load (Sekar & Ayustaningwarno 2013).

Starting from a Farmer Empowerment program through Agricultural Technology and Information (FEATI) that facilitates Farmer Manage Activities (FMA), farmers plan and manage activities according to their needs. One Village One Product (OVOP) to develop people's economy based on local potential, bring forth black rice as an excellent product of the Brebes District from the analysis of Participatory Rural Appraisal (PRA) approach. Success and failure in the development is determined by two important things, communication and community involvement (Servaes 2008).

Communication requires various types of approaches based on local contexts and basic needs. There is ambiguity and uncertainty in the development and program communication.
Ambiguity is related to the nature of the problem, information, and program objectives. Uncertainty in terms of the roles, responsibilities and steps in achieving program successful.

The research is focused on the main issue, the development of the potential black rice farming in Sirampog sub-district, Brebes District by applied the study of organizational communication through sensemaking theory. According to this background, the purpose of study was analyze the coherence among the sensemakers in the development of black rice farming programs.

**Literature review**

**Definition and concepts of sensemaking**

An organization consists of a group of people who work together to achieve a common goal, the form of organization is greater than the individuals and groups that make it up but smaller than the community that provides context and environment (Eunson 2015). Organization according to Weick (1995) is the result of an evolutionary process of organizing and directing the root of sensemaking. The study of sensemaking coherence looks at the communication process that occurs in the development of black rice farming programs in an organizational context. The word sense is assumed to be shared a mutual understanding (Little John & Foss 2009).

This theory is inspired by the progress of a constructional, interpretive, phenomenological social perspective and triggered the emergence of organizational processes studies that have a real impact on the organizational practice literature (Sandberg & Tsoukas 2015). Sensemaking refers to the processes by which people search sensibly to understand issues or events that are ambiguous, unclear or confusing (Brown et al. 2015). Program definition is a statement that contains conclusions from several expectations or goals that are interrelated, to achieve a common goals (Muhaimin et al. 2009). Programs trigger the underlying causal mechanisms, often rooted in cognitive processes that occur within one's thinking and influenced by context and history (Westhorp 2014).

According to the participatory view, sensemaking encourages involvement with members of the organization studied and fully recognizes the social construction aspects of sensemaking activities. The participatory approach depends on the conception of social reality. Participatory tends to question the relationship of power and influence organization, as well as the interests that are considered contradictory and can hamper participatory approaches (Luqman 2018). Without innovative change, organizations face the danger of creating confusion and obsolescence (Naaranoja 2015).

**Methodology**

The study used a qualitative approach and the constructivism paradigm. According to Creswell (2007) the constructivism paradigm suggests that knowledge is obtained when researchers are able to understand how the perspective of the resource person. A qualitative approach with phenomenological methods was applied to build an understanding of the development of black rice farming programs based on the viewpoint of the sensemaker and to find out the coherence among the sensemaker.

The phenomenon that was observed is the communication process in developing black rice farming programs in seven villages, Sridadi, Kaligiri, Mendala, Mlayang, Manggis, Kaliikoa, and Plompong in Sirampog sub-district, Brebes District. The process of data collection uses several ways: (1) in-depth interviews, (2) observation, (3) history, (4) Focus Group
Discussion (FGD), and (5) documentation. The study was conducted from September 2017 to December 2018.

Encoding with NVivo 12 software is used to coding data effectively and efficiently and form the main categories according to data sources (Bandur 2016). Encoding uses thematic coding or pattern coding by labeling the text and categorizing information according to the main topic. The second stage of coding uses theories and concepts, the results of coding analysis are used as the third step guide to analyze coherence among the sensemaker.

Results and Discussion

The activity of developing a black rice farming program in Sirampog District, Brebes Regency has its own characteristics, therefore it was developed by the Department of Agriculture through the Counseling Executing Agency (Bapeluh) with funding from the APBD of Brebes District 2015. It began in the 2008 FEATI program to produce OVOP, and conduct PRA assessments of potential areas. After FEATI was over, the program development was continued until the beginning of 2017 by referring to the extension activities technical guidelines for alternative food sources for the development of Sirampog black rice.

Sirampog is one of the sub-districts in the mountainous area of Brebes District and a center of vegetable producing. The success of developing a black rice farming program requires an effective communication process among the sensemaker (actors who are involved in the development of black rice farming programs). The sensemaker in developing black rice farming programs as shown in Table 1.

<table>
<thead>
<tr>
<th>No</th>
<th>Sensemaker</th>
<th>Interest</th>
<th>Communication Pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Farmer</td>
<td>Increasing the economy, conserving black rice</td>
<td>Linear</td>
</tr>
<tr>
<td>2</td>
<td>PPL (Field Extension Officer)</td>
<td>Conserving black rice, increasing the community economy</td>
<td>Interactive</td>
</tr>
<tr>
<td>3</td>
<td>BPP (Agricultural Extension Center)</td>
<td>Conserving black rice, increasing the community welfare, community empowerment</td>
<td>Interactive</td>
</tr>
<tr>
<td>4</td>
<td>Gapoktan (Combined of Farmers Group)</td>
<td>Increasing the farmers income</td>
<td>Interactive</td>
</tr>
<tr>
<td>5</td>
<td>Sorting Personnel</td>
<td>Increasing the economy</td>
<td>Linear</td>
</tr>
<tr>
<td>6</td>
<td>Traders</td>
<td>Black rice has high economic value</td>
<td>Relational</td>
</tr>
<tr>
<td>7</td>
<td>Consumer</td>
<td>Black rice is beneficial for health</td>
<td>Relational</td>
</tr>
<tr>
<td>8</td>
<td>Department of Agriculture</td>
<td>Conserving black rice, bring up new excellent products, increasing the community economy</td>
<td>Linear</td>
</tr>
<tr>
<td>9</td>
<td>Local Government</td>
<td>Poverty resolve, increasing the community economy</td>
<td>Linear</td>
</tr>
<tr>
<td>10</td>
<td>Baperlitbangda (Agency of Development Planning, Research, and Regional Development)</td>
<td>Increasing the agricultural potential</td>
<td>Linear</td>
</tr>
<tr>
<td>11</td>
<td>Head of sub-district</td>
<td>Increasing the community economy</td>
<td>Linear</td>
</tr>
<tr>
<td>12</td>
<td>Head of Village</td>
<td>Increasing the community economy</td>
<td>Linear</td>
</tr>
</tbody>
</table>

The Sirampog community rediscovered the black rice seeds inherited from their ancestors from generation to generation, and began to develop them. People often think that black rice is black sticky rice, as a result, people know less about the differences and benefits. Black Rice Sirampog has hard stems and is twice as high as ordinary rice around 170-210 cm.
The colour of the yellow grain is rather greyish black, the shape of the grain is round shiny, and the colour is purplish black. If exposed to water the color is directly out, so it can be consumed as an herbal drink for the health. The results analysis of long term development goals of the black rice program through acceleration of regional development as shown in Table 2.

<table>
<thead>
<tr>
<th>No</th>
<th>Purpose</th>
<th>Perception</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Conservation of black rice germplasm sources as a local specific product in Sirampog sub-district</td>
<td>Conservation of black rice needs to be increased and availability of stock maintained throughout the year</td>
<td>Increasing the participation all of sensemakers through programs communication, and purification activities of Sirampog black rice seeds</td>
</tr>
<tr>
<td>2</td>
<td>Develop and increase the ability of farmers to cultivate black rice</td>
<td>The ability of farmers to cultivate black rice needs to be improved</td>
<td>Improving the farmer’s capability through the cultivation technical training</td>
</tr>
<tr>
<td>3</td>
<td>Increasing the farmers’ income through black rice agribusiness</td>
<td>Farmers’ income through black rice agribusiness needs to be increased</td>
<td>Increasing the farmers income through product processing and product innovation training to overcome marketing constraints</td>
</tr>
<tr>
<td>4</td>
<td>Facilitating pilot activities in the development of black rice in Sirampog sub-district</td>
<td>Pilot activities need to be improved</td>
<td>Continuing the program development</td>
</tr>
</tbody>
</table>

The development of the black rice program is related to continuity. Conservation efforts are carried out so that black rice does not extinction, through a wider planting program to other villages in the Sirampog sub-district that are eligible to grow and develop well to meet the market needs of black rice. The results of the objectives activities for alternative food sources, black rice development in Sirampog sub-district as shown in Table 3.

<table>
<thead>
<tr>
<th>No</th>
<th>Target</th>
<th>Fact</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Increased of black rice productivity</td>
<td>Productivity has decreased</td>
<td>Increasing the participation of farmers to join in the program development</td>
</tr>
<tr>
<td>2</td>
<td>Expansion of planting areas in each year</td>
<td>Planted area has decreased</td>
<td>Program communication is needed so that farmers understand the objectives and stages of program achievement</td>
</tr>
</tbody>
</table>

**Constraints of the program development**

Based on the data obtained, condition of the development of black rice program has decreased. It can be analyzed from a variety factors such as a decrease in the number of farmers, in the initial data on program development there are 38 farmers with a total planting area of around 13.55 Ha. In 2018, the number of farmers declined to 14 people with a total planting area of around 5.35 Ha, and the program development was affected by budget rationalization (trimming). All of the interview results after the transcription phase was analyzed and obtained the word frequency result-excel query. The resulted data analysis from NVivo 12 are: (1) word cloud, (2) tree map, and (3) word tree. Word cloud display to help and identify the key words. The size of words that appear frequently and larger than other words, shows the main themes are raised by the sensemaker like word of farmers, planting, rice, birds, and villages. Word cloud results as presented in Figure 1.
Figure 1: Word cloud analysis of the development of black rice farming program

Tree map shows the extent of the response to one topic. The largest box size indicates the higher number of references for a particular topic. Based on the results of tree map, the words of rice, black, planting and farmers have the highest number of references, besides the word of program, it shows that planting black rice as indigenous knowledge of the local community is one of the important elements that influence the program development process. The next word that appears in the tree map is development that describes program activities, word of Sirampog and village refers to location. Word trees have different parts with vertices that are related to each other (Masood & Lodhi 2015). Word of good that refers to the quality of black rice seeds owned by the Sirampog community shows pride in the local superior products they have, birds refer to pests which are the main obstacles in the development of black rice and have a significant impact on the word that appears next harvest. The word of area, community and planting showed the reasons for community activities in the development of programs which initially planted in small amounts, and when there was a program they carried out a larger number of planting movements. The word of lack that appear shows that the current condition of program development has decreased.

Word tree illustrates the link between the main word, the program and the informant's speech pattern. Text search queries display different patterns and help to explore new themes that are related to other themes. At this stage, the program is the main word and the response associated with the program is mapped on the left and right side. The word tree analysis from the right side shows that one of the reasons why the black rice development program was affected by budget rationalization is because the local government considers the program is able to run, while from the farmer side it hopes the program can be continued, the funds will not be trimmed and local governments can full support. Word tree analysis shows the main patterns in program development from the beginning to the current conditions.

Word tree also shows that the development of the program continues even though there is no funding support from the local government through the word "cultivated but there is still an invitation", "hopefully more will be adjusted", and the word "cannot develop like this" shows the development of farmers get a variety of benefits so that it can better manage black rice farming. There is a conflict in the program development, it can be seen from the emergence of name conflict, and the community in each village feels that quality of their black rice is the best than others. When black rice will be named from one of the villages, the other villagers objected and finally the name is Sirampog black rice.

The left side of word tree shows that the program development brought a cultural change to indigenous knowledge of the local community which initially grew black rice slightly changed to become wider. The main constraints like the two sides of the currency contained in the program development are also seen from the word of rapid, program, and payment that related to the management of the development which is currently carried out independently. If
the program develops rapidly it would have an impact on Gapoktan, because the Gapoktan agreement system must be directly pay to the farmers when the farmers submit their crops with cash turnover, while funding from Gapoktan is still limited.

Coherence among the sensemaker

The coherence framework of sensemakers in understanding the development of black rice farming programs is influenced by indigenous knowledge. The community is accustomed to planting black rice as a protective plants to be save, maintains the soil fertility, in a small planting area, and planted on the corner of the tulakan land (top) or bawahan land (bottom). Black rice is usually consumed as a mixture of rice, corn or ordinary rice to add flavour and aroma (fragrance) and for health drinks. Coherence analysis among the sensemakers as presented in Figure 2.

![Figure 2: Coherence analysis among the sensemakers](image)

A variety of major constraints in program development are: (1) trimming of budget programs, (2) weak understanding of local knowledge, (3) communication program is not comprehensive, (4) low farmer participation, (5) long of planting period, (6) number of bird pests (7) season constraints, (8) cultivation techniques are very location specific, (9) marketing difficulties, and (10) limited farmer’s land. Equivocality of the sensemaker due to the harvesting effects in 2011, the farmers was enthusiastic about planting so there was production over and marketing difficulties.

Programs communication are very necessary to convey the goals of program development and stages of achievement to the community as a whole to overcome the limitations of program information. Various constraints and limitations on the development of black rice farming programs have caused a low coherence among the sensemaker. Retrospective action and extracted cues are carried out to collect various information on program development that is driven by plausibility rather than accuracy. Communication coherence among the sensemaker can be achieved through collective action.

Conclusion and Recommendations

Communication in the development of black rice farming programs does not achieve coherence. The low coherence of the sensemaker is a weak understanding of indigenous
knowledge, a variety of constraints in the program development, equivocality of the sensemaker, and limitations of the program information. Coherence can be achieved when there is an implementation of a collective action among the sensemaker to reach a collective agreement in the sustainable of program development.

In our future work, we intend to develop a sensemaking perspective in examining between farmers and the Agriculture Service Department. Not only based on testing the field, but also applying coherence sensemaking to find common ground from two different views. Extending the reach of sensemaking theory to research in the field of organizational communication for the development of sustainable agricultural development programs.

Acknowledgements
The authors would like to thank for financial support from the SEAMEO (Science and Education for Agriculture and Development) SEARCA (Southeast Asian Regional Center for Graduate Study and Research in Agriculture).

References


CORRECTIVE FEEDBACK FROM COGNITIVE THEORIES PERSPECTIVE (INTERACTION HYPOTHESIS, OUTPUT HYPOTHESIS, & NOTICING HYPOTHESIS)

Mohammad Halabieh

1Faculty of Languages and Communication, Universiti Sultan Zaiyal Abidin (UniSZA), Terengganu, Malaysia
(E-mail: mmhalabieh95@gmail.com)

Abstract:

After the mid of the 20th century the educational research witnessed the emergence of theories in this field. Moreover, circa 1970s corrective feedback has been studied scholarly. Thus, from the light of several theories, corrective feedback was studied. The researcher tried to formulate in a bird-view of some hypotheses, i.e. Swain’s Output Hypothesis, Long’s Interaction Hypothesis and Schmidt’s Noticing Hypothesis, that dealt with corrective feedback in order to encapsulate their views. This paper attempted to discover how they are related to corrective feedback. The researcher started the article with defining theory and corrective feedback. Then, he discussed each hypothesis separately; he briefly started with an overview of the hypothesis, and then discussed its relationship with corrective feedback.

Keywords: corrective feedback, Output Hypothesis, Noticing Hypothesis, Interaction Hypothesis

Introduction to Theory and Corrective Feedback

Theory: Definition and Importance

Since the mid of the 20th century, theory in educational research has been developing (Halpin, 1958; Griffiths, 1959). One may wonder: what is the role of theory? Simply it explains the observed regularities (Bryman & Bell, 2011, p 7). Moreover, to dig more deeply, we could resort to Kerlinger (1986) who defined it as a “a set of interrelated constructs (concepts), definitions, and propositions that present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting the phenomena. Since theory is a pivotal point in educational and social research, it has been discussed extensively (Thomas, 2017). A significant feature of research in educational field is using theory to “explain and predict phenomena in educational organizations” (Lunenburg, 2011). Another question may be posed: what is the relation between theory and research? There are two distinct approaches in viewing the relation between them.

Deductive Approach: Theory ➔ research

Inductive Approach: Research ➔ (empirical findings)

The first is deductive approach; in which, theory guides the research, whereas, the other is inductive approach; in which, theory results after reaching the empirical findings. Creswell (1994) suggested that "a theory may emerge during the data collection and analysis phase or be used relatively late in the research process as a basis for comparison with other theories” (pp. 94-95).

According to Thomas (2017) theory could be about:
a. “The ability to go above your reading and your findings to see a shape in them to
devise, metaphorically, some sort of organizing template through which you can look
at your reading and findings.
b. Seeing the interconnections and trying to understand how and why they exist.
c. Going beyond mere description to explanation.”

Thomas (2017) advises scholars in the social sciences to be aware of the multiple different
meanings of theory. He elaborates about theory meanings: 1. It could mean “generalizing or
explanatory model”, 2. It may refer to the “thinking side of practice”, 3. It could be
“developing body of explanation”, 4. It may be a “scientific theory”, or 5. a “grand theory”

Corrective Feedback: Definition and Importance

Feedback is given and received nowadays on a daily-basis. The main purpose of
corrective feedback is to cause a positive change on the receiver (Xhama, 2018). Lightbown and Spada (2013) defined feedback as “any indication to the learners
that their use of the target language is incorrect”. Ellis & Shintani (2014) considered
error correction as “responses to learner utterances that contain an error either oral
or written”.

The importance of corrective feedback springs from perceiving it as a useful
strategy to motivate students to write and revise their writings (Agbayahoun, 2016).
Besides, corrective feedback could push students to promote their language
(Klimova, 2015). Moreover, students who received corrective feedback passed their
examinations with flying colors and showed a remarkable progress (Ahmad et al,
2013).

As for the relation between theory and corrective feedback, Sheen and Ellis (2011)
stated that cognitive theories assert that corrective feedback promotes language
acquisition in case learners concentrated mainly on “meaning, commit errors and
receive feedback that they recognize as corrective”. Below the researcher will
present corrective feedback in the main cognitive theories, viz, Long’s Interaction
Hypothesis (1983, 1996), Swain’s Output Hypothesis (1985, 1995) and Schmidt’s
consider implicit knowledge (integrated, procedural, automatic) necessary for
language acquisition (Diab, 2015). Though corrective feedback is discussed in every
theory in second language acquisition, only these three hypotheses were chosen
because they consider corrective feedback contributing extensively to acquiring
second language (Sheen & Ellis, 2011). Many Claims, despite their confusion, are
made by cognitivists about the ideal type of corrective feedback that enhances
language acquisition the most.

Overview of Long’s Interaction Hypothesis

Interactions in second language education according to the linguist Allwright (1984)
are ‘fundamental fact of pedagogy’. Moreover, Yee et al (2016) suggested that
“interactions serve a major source of language data, augmenting the learning
process by encouraging the active processing and generation of original content in
one’s L2”. Several scholars asserted the efficient role of interactions in learning
language (Leslie, 2015, 2012; Yang, 2012; Ognio, 2008). Moreover, language is
developed through both meaning negotiation and interaction (Ghaemi & Salehi,
2014).

In a nutshell, this hypothesis, as opposed to Krashen’s input and acquisition
hypothesis, highlights the role of interactions in second-language learning. It is
credited to Long (1996) who proposed that “environmental contributions to acquisition are mediated by selective attention and the learner’s developing L2 processing capacity, and these resources are brought together most usefully, although not exclusively, during negotiation of meaning. Negative feedback obtained in negotiation work or elsewhere may be facilitative of SL development, at least for vocabulary, morphology and language-specific syntax, and essential for learning certain specifiable L1-L2 contrasts. (1996, p. 414. For some researchers nowadays it is no more a hypothesis, but they refer to it as an approach or a model.

Corrective Feedback and Interaction Hypothesis

In addition to corrective feedback, interaction hypothesis encapsulates some aspects of Krashen’s Input Hypothesis (1982, 1985) and Swain’s Output Hypothesis (1985, 1995). The main constructs to understand the mechanism of learning second language are: 1. Input: exposure to language, 2. Output: production of language, and 3. Interaction: feedback on production.

The importance of corrective feedback is also a pivotal element in the interaction hypothesis as its forefather Long (1983, 1996) claims. To study the relationship between interaction hypothesis and corrective feedback, the focus should be on the output and how it is modified after receiving feedback (Ellis and He 1999; McDonough 2005; Shehadeh 2002; Swain 1985, 1995, 2005). Modifying the output stimulates learners to consider their current linguistic knowledge. To ripe the fruits of that modified output, interaction scholars state that it is “necessary for learners to notice the relationships between their initially erroneous forms, the feedback they receive, and their output” (Gass & Mackey, 2006).

Overview of Swain’s Output Hypothesis

Many researchers consider the “output hypothesis” as an important reaction to Krashen’s Input theory. Swain founded her hypothesis depending on her research on immersion students who did not acquire native-level linguistic skills, especially writing and speaking, despite they were provided with adequate ‘comprehensible input’. Thus, she suggested that receiving mere input is inadequate. She suggested that via producing the language, it is possible to be acquired. She justified her stance by claiming that students need to produce the language in order to know the real learning level they have reached. Moreover, she argued that students make various errors in grammar in their L2 is due to their little linguistic production (Swain, 1985). She asserts on the learner’s need to notice the gaps in their production and in order to enhance it, they should have the chance to “reflect” on them.

This hypothesis demonstrates that producing language helps students in four different ways. Swain (1995) and Swain and Lapkin (1995) have discussed four functions of output in SLA:

1. It makes students notice the gaps in their second language. Swain (1995) states that noticing the gaps “may trigger cognitive processes which might generate linguistic knowledge that is new for the learner, or that consolidates their existing knowledge”.
2. It assists language learning via “hypothesis testing”.
3. It “internalizes linguistic knowledge”. Swain called this a “metalinguistic function”.
4. Through practice, it enhances fluency.
Corrective Feedback and Output Hypothesis

The essential purpose of corrective feedback on learners’ errors is to help discovering them and grasp the correct linguistic form. The output hypothesis suggests that learners are ‘pushed’ to make a better output as soon as they notice the errors from feedback. Van Beuningen (2012) suggested that corrective feedback should be provided for promoting second language acquisition during output production.

Language productive skills, writing and speaking, found the solid grounds for corrective feedback. The proverb “learning from mistakes” is true for this hypothesis in case the learner attention is drawn to them. Swain (1985-1995) suggests that learners need to “form-meaning relationships” in order to promote their grammatical accuracy. Moreover, they should be provided with corrective feedback on their production, output. With the help of corrective feedback, students’ attention is drawn to their errors and they are more likely to avoid in their production.

As for the relation between input and output, Anderson (1983) explained that mere exposure to second language input is not adequate; in order to modify learners’ output corrective feedback is needed due to its essential role. Even there are certain types of corrective feedback that have the priority over other types. Carroll and Swain (1993) concluded that students tend to learn remarkably ‘dative alternation structures’ via metalinguistic corrective feedback remarkably than via implicit correction strategies. Direct corrective feedback triggers students’ attention to make them aware of their output. Moreover, Purnawarman (2011) suggested that direct corrective feedback is effective in reducing grammatical errors. These conclusions support both the output hypothesis and the noticing hypothesis (will be discussed down) which suggest that direct enhances learners’ performance.

Overview of Schmidt’s Noticing Hypothesis

Schmidt’s hypothesis is considered a major hypothesis in second language acquisition field. It asserts the central role of attention and awareness in second language learning. It concentrates on the learners’ processors of information, which are limited in capacity. Simply, learners are unable to comprehend all the input they are exposed to in the learning process. Thus, they should control their awareness and notice only certain features. Noticing hypothesis, according to Longman Dictionary of Language Teaching and Applied Linguistics by Richards & Schmidt (2010), is “that input does not become intake for language learning unless it is noticed, that is, consciously registered”.

Corrective Feedback and Noticing Hypothesis

According to Schmidt, learners must be conscious in order to acquire language competency; moreover, they must be aware of the learning process, particularly of certain features of the target language. Schmidt (1990) also argued that if the learner ‘attends to’, i.e. notices, the feedback, it would be “converted to intake, and therefore internalized”. Feedback makes the learner aware of his linguistic gaps which are filled up with the correct linguistic forms. In other words, in case any formal aspect of the target language is not understood, learners are urged to pay attention to it in order to build up their linguistic input. With the help of metalinguistic feedback learners overtly recognize the gap in their interlanguage and the target forms (Chandler, 2003). Sheen (2010) and Ferris and Roberts (2001),
argue that learners’ linguistic command develops “when they attend to feedback due to having their attention drawn to input-output gaps”.

References


DESIGNING A SCIENCE CURRICULUM MODEL BASED ON STEM WITH AN ISLAMIC PERSPECTIVE FOR 9TH GRADE TALENTED STUDENTS.

Dawood A. AL-Hidabi $^1$, Mohammed F. Abu Owda $^2$

$^1$ Kulliyyah of Education, IIUM, Kuala Lumpur, Malaysia (E-mail: modaa@iugaza.edu.ps)

$^2$ Faculty of Education, IUG, Gaza, Palestine.

Abstract:
The digital age besides the local and global economic changes are challenging the designers, developers, and implementers of the curriculum, as they are the basis for providing students with knowledge, skills and thinking skills to be involved in the society effectively and positively. Consequently, this has led to changes in the philosophy, objectives and teaching methods. STEM is one of the most important approaches of teaching, which attracted the attention of many researchers. Within the framework of this global and regional attention, this paper attempts to provide a model of Science curriculum based on STEM and integrating it with Islamic perspective, in accordance with the Islamic perspective. More particularly, this paper focuses on integrating relevant Qur'anic miracles to STEM curriculum. In this context, the paper presents a developed model for the science curriculum that is based on STEM and Islamic perspective in general for 9th graders.

Keywords: Science curriculum, STEM approach, Islamic perspective, Talented students, 9th Grade.

Introduction
Nowadays, the world is experiencing unprecedented acceleration, a huge explosion of knowledge and an extraordinary accumulation of knowledge. This poses great challenges to different areas of life and to education in particular. These challenges include adapting the curriculum to the needs of students on the one hand and rapid changes in education on the other.

As part of these challenges, the researchers seek to adapt the science curricula by providing models for building projects that provide scientific knowledge in an integrated manner in the light of scientific miracles in the Islamic revelation, which contribute to the transformation of scientific knowledge into an actual product capable of meeting the needs and interests of learners, problems and solutions. The objectives of teaching science can't succeed unless being designed according to recognizing acceleration data.

In this regard, STEM approach is one of the most promising approaches of science and technology education, which integrates science, engineering, technology and mathematics (Ganem, 2013).

According to Harrison (2011), STEM is one of the most important approaches aiming at achieving the quality of the outputs of the educational system. Thus, if the quality of the outputs of education is achieved, it ensures the development of the economy and the upgrading of the fields of industry by preparing the students themselves for effective interaction with their reality (Ghanem, 2012).

William & Dugger (2013) emphasize that the use STEM addresses the weakness of separated teaching outcomes for the four areas of skills, particularly 21st century skills, that goes with the recommendations of the Summit on Innovation in Education Conference (WISE, 2013).
STEM is defined as an educational approach in which natural, engineering and mathematics interact through experiential learning tools and experiences through which students design products in the form of projects that employ and develop science concepts through involving the higher mental skills (Al Dowoud, 2017).

In the light of the integration of STEM, the researchers have developed this approach by linking it to the Quranic miracles. This is because it is important to link the cosmic sciences with the Faithful Truths which is one of the most important goals that it seeks to achieve (IWL 2002, 3).

The curriculum of science is one of the most widely increase scientific miracles. The curriculum deals with the human body, nature, the universe, planets and other scientific subjects. Therefore, it is preferable to use scientific miracles in the Quran and Sunnah in the teaching of science, since the Quranic verses and the Noble Prophetic Traditions affect the souls and form the human personality in terms of behavior, ethics, scientific and practical excellence. Also, because the Quran is miraculous in its words, style, statement, and its legislations and provisions aimed at forming a human and realistic society. Additionally, it is miraculous in its content i.e. sciences and knowledge that never been collected in a book before or after, and verified by the discoveries of scientists in some of the later times of the fixed facts (Al Mosleh, Al Sawy, 2008, 14)

The scientific miracle is a position of challenge that seeks to prove that the Quran contains the realities of this universe, which could not be known only a few decades ago. (Al Najjar 2003, 36).

Scientific miracle is also seen in the content of the science curriculum, a view that moves the emotions of the students and their sense of the greatness of the Creator as well as the mental outlook (Nahlawi, 1987, 38).

Therefore, the researchers believe that it is necessary to use the approach of scientific miracles in presenting science in order to consolidate the Islamic faith in the students' minds.

Therefore, the researchers combined scientific, mathematical, engineering and technological knowledge according to the Islamic perspective. Accordingly, this paper presents the content of the Palestinian science curriculum of the 9th grade students in accordance with the STEM approach, which teaches the scientific topics in complementary contexts between the branches of knowledge, application and miracles in order to enhance teaching outputs.

**Literature Review**

STEM is defined as an integrative approach to the three major science curriculum (science, engineering, mathematics), using technological applications, and relying on its design on focusing on concepts, athletic abilities, and employing it. (Shammari, 2018). In the same regard, Teaching Council in Maryland State (STEM Maryland, 2012) defines it as an entrance to teaching and learning, which includes integrating the content and the skills of science, technology, engineering and mathematics, through a set of connected standards with integrated activities of STEM approach to achieve certain goals, to reach students' creativity in the four branches of study. Whereas, Gerlach (2015), defines it as a several specializations, integrated scientific concepts with natural phenomena, to enable students to apply science, technology, mathematics and engineering in meaningful contexts.

The two researchers define integrative STEM from the Islamic perspective as an approach that integrates the content and skills of science, mathematics, technology, engineering with Qur’anic miracles aspects through a set of integrated activities to achieve learning objectives in enhancing the Creator's greatness. In students’ hearts and minds.
(Honey, Pearson, & Schweingruber, 2014) states that the specializations of integrative STEM approach are Science, Technology, Engineering, and Mathematics. In this study Qur’anic miracles were adopted to be integrated to STEM. The following representation shows the adopted integration model.

**Fig. (1) STERM stand for**

**Science (S):** is the study of natural science, including facts, concepts, laws, scientific theories and associated intersections. Science is associated with a set of knowledge that has accumulated over time, and it is managed through a conscious process of scientific research that produces new knowledge.

**Technology (T):** means responding to the digital era requirements by adapting them to produce something new that facilitates some tasks to the students. The approach focuses here in technical practices and technology employment skills.

**Engineering (E):** is the application of science, or the employment of conceptual knowledge in producing the product (From think to thing), and it is associated with the skills of planning stage, designing skills, designing thinking and modeling.

**Math (M):** which can be defined in patterns and relationships between quantities and numbers study, math's and algebra skills, functions, engineering and statistics, and the possibility that use mathematics in science, engineering and technology, and it can be employed in different life contexts.

**Qur’anic Miracles (R):** can be defined as the verses mentioned in the Qur'an which are used to reveal special scientific facts of science curriculum content, and present them as a basis to present scientific knowledge in order to help students to appreciate the Creator’s greatness and help to shape their personality in terms of behavior, ethics, scientific and practical excellence.

**The integration shapes in STERM approach from an Islamic perspective:**

STEM approach from an Islamic perspective carries an integrative aspect as it's not important in the application of the approach one form of the integration between the different aspects of the application. The application of the approach allows flexibility in the application, according to the idea, subject, method and philosophy of application. Al-Jalal (2017) detailed the forms of integration in approach application, as it's shown in the following figure:

**Fig. (2) Integration shapes in applying STERM approach**

The philosophy of integrative STEM approach from a Islamic perspective on blending, integrating, connecting, complementing and mixing between the five specializations, as there
are some principles that must be taken into account in designing curricula according to integrative STEM approach from an Islamic perspective, Shammari (2018) stated a number of it, summarized in the following figure:

Fig. (3) Design principles of STEM approach from Islamic perspective

Education is considered according to integrative STEM approach from an Islamic perspective (student-centered) where students build their own experiences and knowledge through the use of scientific methodology, inquiry and discovery. In the same regard, the teacher's role here is to present scientific miracles aspects to the scientific concepts, then the student is free to make inquiry and scientific discovery through making set of experiments and projects. In addition to facilitate, direct and organize learning process, and here the student has the most important role. Therefore, Learning product becomes as learner performance.

The two researchers used the content of curriculum analysis and development to design a science content model based on STEM integration approach from Islamic perspective. All elements of the curriculum were applied on the content of science curriculum to 9th grade students in Palestine according to the ADDIE model

Fig. (4) ADDIE Model

**Analysis:** This step begins by analyzing the scientific content of the Palestinian science curriculum, according to the, five dimensions of STERM: scientific knowledge, mathematical knowledge, engineering applications and technology employing, scientific miracles.

**Design:** After analyzing the content of science, the two researchers designed integrated and educational activities (scientific knowledge, scientific skills, engineering skills, employing technology, and scientific miracles aspects)

**Development:** The content of science courses has been adjusted in terms of the relevance of the objectives, activities and procedures for the purposes of learning and the time required for the implementation of the lessons. In addition, following teaching strategies and evaluation mechanisms through presenting the activities to a group of science teaching, curricula and teaching methods specialists.

**Implementation:** After implementing objectives, activities and procedures appropriate for learning, the lessons were implemented according to STERM integrative approach, either integrally among a group of science, math, technology and religion teachers, by taking the feedback from specialists and students in order to develop the design.

**Evaluation:** In this step, the objectives were evaluated, and the activities, strategies and following evaluation mechanisms were re-implemented and improved in the light of the feedback from the field of implementation and the participants in the experiment, in addition
to the students themselves in terms of whether students understand the scientific content in the desired way, or not.

**Integrative STEM Approach from an Islamic perspective**

STEM integrative approach from an Islamic perspective was chosen to present science content (palestinian curriculum) to 9th Grade according to the following elements:

![Fig. (5) Integrative STEM approach from an Islamic perspective](image)

**Math & Science (M & S):**
- Employing appropriate pH measurements for enzymes to determine the relationship between pH and enzyme activity.
- Employing the concepts of the respiratory system in calculating the number of breathing times to a sample of students and writing the equation breathing in a balanced manner.
- Employing of nutrient and digestive concepts in discovering the presence of oils and fats in nutrients using different measuring tools.
- Employing all the above in the formulation of the project plan and the interpretation of different concepts related to human body devices.
- Applying scientific concepts in the implementation of the first and the final model of the project

**Technology (T):**
- Employing modern techniques in research, collecting and presenting data.
- Employing different computerized presentations that help to understand scientific concepts.
- Designing models to represent scientific concepts and explain the mechanisms of their work.
- Evaluating information sources and judging their validity and reliability.
- Using design thinking principles in the implementation of the project (challenge) through applying design thinking stages and its skills.

**Engineering: (E)**
- Designing the plan and determining the implementation procedures accurately.
- Evaluating the plan and the first model.
- Using feedback to re-evaluate the model.
- Employing mathematical and scientific knowledge in implementing the project.

**Qur’anic miracles: (P)**
- Explain the conclusion of deep scientific research in the field of nutrition and its relationship to human health with what the sauna said that the wasteful in eating and drinking is a corrupt, and the correct approach is to leave wasteful.
- The miracle in chest tightness and difficulty breathing, when a person increased up in the atmosphere. This is because of the lack of oxygen and air pressure drop. As well as, the state of embarrassment that precedes death suffocation when it exceeds the height of thirty thousand feet of atmosphere because of the drop in extreme atmospheric pressure and acute shortage of oxygen necessary for life until the oxygen inside the lungs, the human death and destruction.
- The miracle that the heart is the center of emotion, thinking, mind and memory.
The miracle that listening to the Quran qualifies the immune system to resist all diseases.

Discussion and Conclusion

This paper has resulted to the design of science-based content model according to STEM integrative approach from Islamic perspective. The two researchers combined science content with other content in technology, engineering and mathematics in the light of Qur'anic miracles. Also, the paper followed ADDIE model in learning. Which consists of five steps (analysis, design, development, implementation, and evaluation) to present science content in STEM integrative approach. Thus, any teaching content can be adapted according to the integrated approach and its experience to research its impact in different contexts.

References

Dawd, H. M. (2017). A proposed teaching program based on the "STEM entry into education" in science course and its effectiveness in developing the habits of mind and decision-making skills among 3rd prep. students. (Ph.D). Imam Muhammad bin Saud Islamic University, Faculty of Social Sciences: Riyadh, Saudi Arabia.

Gerlach, J. (2015). All Teachers Are STEM Teachers. EDUCATION WEEK TEACHER.


Shammari, M. M. (2018). Building an enrichment program based on STEM approach and its effectiveness in developing the athletic strength skills of talented students in the middle stage in Hail. (Ph.D). Imam Muhammad bin Saud Islamic University: Kingdom of Saudi Arabia.


DIVIDEND CHANGE, SEASONED EQUITY OFFERINGS, STOCK RETURNS AND PROFITABILITY

Ruey-Shii Chen¹, Yen-Ju Lin²

¹ Department of Business Management, Tatung University, Taipei, Taiwan
(E-mail: rschen@gm.ttu.edu.tw)
² Department of Business Management, Tatung University, Taipei, Taiwan

Abstract:
According to theoretical dividend-signalling models stock prices change because changes in dividend policy alter investors’ information sets. However, evidence on the signalling role of dividends is mixed. A firm will signal with dividends if the supply of cash in the firm is less than the sum of the owner cash needs and the funds needed for the firm’s investment. This paper intends to extend this research area to investigate the differences of return and profitability between dividend increasing firms accompany with seasoned equity offerings and without seasoned equity issue firms. Kale et al.(2012) find that increase or initial dividends are often accompanied by the need for companies to issue new shares to raise funds. This paper will expand this research. The purpose of increasing dividend is to raise the price so that the company can raise more funds when it carry SEO. If the stock price does not rise, it still increases capital, indicating that the company has an urgent cash demand and may have better investment opportunity.

Keywords: dividend policy, seasoned equity offering, stock returns

Introduction
The consensus of traditional dividend policy research is that initial dividend or the change of dividend level will affect stock price. However, there are many controversies about the reasons that affect stock price. Signal theory model points out that dividend signals change the information set of investors and thus change the stock price, but there is no consistent empirical support.

John and Williams (1985) and Miller and Rock (1985) pointed out that dividend level emitted a signal of cash flow level, while Kale and Noe (1990) believed that dividend level emitted a signal of cash flow volatility. Both of them point out that the initial dividend is not determined by the company's quality, but by the company's liquidity. The level of dividend and the company's quality are only positively correlated with the company's initial dividend. In JW model, dividend is used as a signal only when the sum of cash demand of insiders and investment demand is larger than cash supply. Therefore, a high-quality company with sufficient cash will not use the initial dividend as a signal, but a low-quality company with insufficient cash will. The implication is that only when a company wants to sell shares (whether insiders or companies need it) will the company use dividends as a signal to revise the market's evaluation of the company's value. Therefore, in order to issue initial dividends, the dividend level conveys the signal of the company's quality and gives the company a correct evaluation.

Masulis(1983) found that issuing new shares would cause stock prices to fall, which is in line with the general belief that companies sell stocks only when the market price is overvalued. Hull et al. (2010) discusses the influence of insider reduction on stock price when the company issues new shares. The study finds that the short-term and long-term returns after
SEO are inconsistent with the expectations of signaling theory. Especially when the insider decreases substantially, the short-term and long-term returns after SEO have better market performance, and investors can not profit from insider selling signals. Wang et al. (2011) pointed out that the negative impact of SEO on the stock market will be slowed down by the announcement of dividend increase. When dividend announcement is made, SEO announcement results in an abnormal return of -1.45% in the stock market. When no dividend announcement is made, SEO announcement results in an abnormal return of -1.83% in the stock market.

Kale et al. (2012) find that the stock return caused by the announcement of initial dividend is negatively correlated with the possibility of SEO, and the positive correlation between the dividend yield and the announcement of initial dividend is reduced by the possibility of SEO. The main point of JW theory is that the purpose of initial dividend issuance is to raise stock price to raise funds, and the possibility of SEO increases the possibility of initial dividend issuance. Nowadays, both theoretical and empirical studies believe that SEO will cause stock price to fall, so investors' decision to buy shares in the face of initial dividend will be affected by the possibility of SEO.

**Literature Review**

Dividend irrelevant theory points out that dividend policy will not affect the market value of a company under the assumption of market efficiency, tax-free and transaction cost-free. However, the market is not a perfect market after all. In the past, many reasons have been put forward to explain the relationship between dividend policy and corporate value in the real world. These possible reasons include tax rate differences, customer effect, signal transmission, agency problems and the viewpoint of investor behavior.

In the capital market with asymmetric information, investors with insufficient information can get the information of the company's future profitability through dividends. The increase of dividend will be regarded as a positive signal by investors, representing the company's good financial situation, which will increase the demand for stocks, thus increasing the market value of the company. Literature also points out that there is a positive relationship between the direction of dividend change and risk-adjusted returns. Lintner (1956) points out that there is a time series relationship between dividend and earnings, which shows that the increase of dividend conveys the persistence of future earnings payable dividend expenditure. Therefore, the increase of dividend is a message of high cash flow in the future.

Healy and Palepu (1988) found that the earnings before and after the initial dividend issuance increase, whereas the earnings before and after the suspension of dividend issuance decrease. The stock returns caused by dividend announcement have a positive relationship with the company's earnings, while the stock price changes caused by the earnings announcement after dividend change are not so great. The implied earnings change has been partly anticipated by the previous dividend change announcement. This result indicates that investors regard dividend change as managers' prediction of future earnings.

Baker & Wurgler (2004) points out that under the assumption that the investor's investment behavior is irrational, the only factor to classify the company is whether the company pays dividends or not. Managers therefore rationally consider the market reaction to adjust the dividend policy of the company. When the market value of a company paying dividends is high, managers cater to investors to pay dividends, and when the market value of a company not paying dividends is high, managers do not pay dividends. Baker & Wurgler (2004) introduced the concept of dividend premium to measure the difference of MB value between dividend-paying companies and unpaid companies. The theory points out that investors' demand for dividend-paying stocks varies from time to time, which will lead to fluctuations
in the relative share prices of dividend-paying and unpaid stocks. Empirical research also finds that the initial dividend is positively related to the dividend premium.

Methodology

Based on previous studies, John and Williams (1985) and Miller and Rock (1985) pointed out that dividend level signals cash flow level, and that initial dividend issue or increase in dividend will lead to positive and abnormal returns for stocks. John and Williams (1985) and Masulis (1983) found that the announcement of SEO would cause stock price to fall, and dividend would be used as a signal only if the sum of cash demand of insiders and investment demand of the company was larger than the cash supply of the company. Kale et al. (2012) found that the positive return of stocks caused by the announcement of initial dividend will decrease as the possibility of SEO. Investors' decision to buy shares in the face of initial dividend will be affected by the possibility of SEO. That is to say, the company's additional or initial dividend issuance is often accompanied by the need for future companies to issue new shares to raise funds. Dividend as a signal, the change of dividend is a means for companies to raise stock prices in order to raise funds. The research is limited to dividend change and the combination of SEO.

This paper will expand the research and further refine the classification of dividend and SEO. Dividend is divided into three categories, initial dividend issue or increase, dividend unchanged and dividend reduction, SEO is divided into issuing new shares and not issuing new shares. According to whether stock price rises after dividend announcement, we divided sample into two categories.

If a company pays additional dividends before issuing new shares, it can be seen that the purpose of the additional dividends is to raise the price so that the company can raise more funds when SEO. Under this grouping, it can be divided into whether the stock price of the company rises because of the change of dividends. If the stock price does not rise, the company in this portfolio may has urgent cash demand and may have better investment opportunities.

The relationship between dividend change and cash increase has been discussed in many literatures in the past. This paper makes a comprehensive study to try to understand the deeper and wider understanding of corporate financial decision-making. The results of the study will help to understand the application of dividend theory in various situations.

Here are those variables we used. Div: Annual Dividend per share/price, InOwn: insider ownership/ number of shares outstanding, MB: stock price/book value per share. We use four factors model to calculate the abnormal return. Using OLS to estimate equation 1, and the abnormal return will be calculated by equation 2.

\[
R_{i,t} - R_{f,t} = \alpha + \beta_1 \text{RMRF}_t + \beta_2 \text{SMB}_t + \beta_3 \text{HML}_t + \beta_4 \text{UMD}_t + \epsilon_{i,t}
\]

(1)

\[
R_{i,t} = \text{continuous compounded return for stock } i
\]

\[
R_{f,t} = \text{risk free interest rate}
\]

\[
AR_{i,t} = (R_{i,t} - R_{f,t}) - (\hat{\beta}_1 \text{RMRF}_t + \hat{\beta}_2 \text{SMB}_t + \hat{\beta}_3 \text{HML}_t + \hat{\beta}_4 \text{UMD}_t)
\]

(2)

Empirical Results

The sample is from Taiwan Stock Exchange listed companies. The data period is from 1991 to 2018. During the sample period, the number of dividends issued by the company was 10492, of which the number of dividend increases was 5870, the number of dividend decreases was 3521, and the number of SEO was 2603.
This paper calculates the stock cumulative returns and risk-adjusted cumulative returns on the 5th, 20th and 60th days before dividend issuance, and the original and risk-adjusted cumulative returns on the 5th, 20th, 60th and 120th days after dividend issuance. The results are shown in Table 1. The table shows that the stock price rises within 60 days before the dividend is paid. The stock price rises significantly from one week to one month before the dividend is paid. After the dividend is paid, the stock price falls. In the quarter after the dividend is paid, the stock price returns are -2.04%.

Table 2 uses SEO as the event date to discuss the cumulative stock returns and risk-adjusted cumulative returns on the 5th, 20th and 60th days before SEO and the original and risk-adjusted cumulative returns on the 5th, 20th, 60th and 120th days after SEO. The table shows that there is a positive return before SEO, and a positive return within one month after SEO, but then a negative return. This result is consistent with past research. Before the SEO, the company may pull up the stock price so that the capital increase can achieve better results.

Panel A and Panel B in Table 3 are the empirical results of dividend increase and dividend decrease respectively. From the original returns observation, before dividend issuance, the dividend increase and decrease groups have positive returns, but the dividend increase groups have relatively poor returns; after dividend issuance, the dividend increase and decrease groups basically have negative returns, among which the dividend increase group falls more.

Panel A and Panel B in Table 4 are the empirical results of increasing and decreasing dividend payout ratio respectively. From the original returns observation, before dividend issuance, the groups with increasing and decreasing dividend payout ratio all have positive returns, but the groups with increasing dividend payout ratio have relatively better returns; while after dividend issuance, the groups with increasing and decreasing dividend payout ratio have negative returns in a quarter, among which the group with increasing dividend payout ratio falls less. If the time is extended to half a year, then there will all be positive returns. At this time, the group with the increase of the dividend payout ratio still have better returns.

Panel A and Panel B in Table 5 are the empirical results of dividend increase and dividend decrease before SEO. From the original returns observation, before SEO, the dividend increase and decrease groups all have positive returns, and the dividend increase group has relatively better returns; after dividend issuance, the dividend increase and decrease groups all have negative returns, among which the dividend increase group has a relatively large drop in one year.

Panel A and Panel B in Table 6 are the empirical results of the increase of dividend payout ratio and the decrease of dividend payout ratio before SEO. From the original returns observation, before SEO, the groups with the increase and decrease of the dividend payout ratio all have positive returns, among which the groups with the increase of the dividend rate have relatively better returns; but after the dividend issuance, the groups with the increase and decrease of the dividend payout ratio all have negative returns, and the group with the increase of the dividend payout ratio falls more in one year. The results are similar to those in Table 5.

Table 7 shows the grouping of samples of dividend increase before SEO, in which Panel A and Panel B have MB values greater than 1 and less than 1 respectively. Panel A's dividend increases before SEO and it has a positive return before SEO when MB is greater than 1. However, in Panel B, the dividend increases before SEO and it has a negative return before SEO when MB is less than 1. After the SEO, we also find that carrying SEO when MB is low, it will followed by a positive long-term stock return (two years); that carrying SEO when MB is high, then it will followed by a negative long-term stock return.
Table 1: Returns before and after Dividend Issue

<table>
<thead>
<tr>
<th></th>
<th>(-60,0)</th>
<th>(-20,0)</th>
<th>(-5,0)</th>
<th>(0,5)</th>
<th>(0,20)</th>
<th>(0,60)</th>
<th>(0,120)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RET</td>
<td>0.041</td>
<td>0.781</td>
<td>0.330</td>
<td>-0.113</td>
<td>-0.532</td>
<td>-2.040</td>
<td>0.646</td>
</tr>
<tr>
<td>ARET</td>
<td>2.097</td>
<td>1.734</td>
<td>0.531</td>
<td>0.061</td>
<td>0.908</td>
<td>1.711</td>
<td>3.209</td>
</tr>
</tbody>
</table>

Table 2: Returns before and after SEO

<table>
<thead>
<tr>
<th></th>
<th>(-60,0)</th>
<th>(-20,0)</th>
<th>(-5,0)</th>
<th>(0,5)</th>
<th>(0,20)</th>
<th>(0,60)</th>
<th>(0,120)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RET</td>
<td>1.713</td>
<td>1.138</td>
<td>0.399</td>
<td>0.541</td>
<td>0.317</td>
<td>-1.557</td>
<td>-3.659</td>
</tr>
<tr>
<td>ARET</td>
<td>3.092</td>
<td>1.640</td>
<td>0.592</td>
<td>0.759</td>
<td>1.221</td>
<td>0.971</td>
<td>0.734</td>
</tr>
</tbody>
</table>

Table 3: Stock Returns of Dividend Change

<table>
<thead>
<tr>
<th></th>
<th>(-60,0)</th>
<th>(-20,0)</th>
<th>(-5,0)</th>
<th>(0,5)</th>
<th>(0,20)</th>
<th>(0,60)</th>
<th>(0,120)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>-0.153</td>
<td>0.656</td>
<td>0.283</td>
<td>-0.318</td>
<td>-0.788</td>
<td>-2.699</td>
<td>-0.547</td>
</tr>
<tr>
<td>ARET</td>
<td>2.477</td>
<td>1.826</td>
<td>0.535</td>
<td>-0.045</td>
<td>0.925</td>
<td>1.635</td>
<td>2.975</td>
</tr>
<tr>
<td>Panel B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>0.103</td>
<td>0.886</td>
<td>0.392</td>
<td>0.259</td>
<td>-0.002</td>
<td>-1.007</td>
<td>2.684</td>
</tr>
<tr>
<td>ARET</td>
<td>1.320</td>
<td>1.547</td>
<td>0.485</td>
<td>0.285</td>
<td>1.018</td>
<td>1.921</td>
<td>3.636</td>
</tr>
</tbody>
</table>

Table 4: Stock Returns of Dividend Payout Ratio Change

<table>
<thead>
<tr>
<th></th>
<th>(-60,0)</th>
<th>(-20,0)</th>
<th>(-5,0)</th>
<th>(0,5)</th>
<th>(0,20)</th>
<th>(0,60)</th>
<th>(0,120)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>0.442</td>
<td>0.992</td>
<td>0.419</td>
<td>-0.114</td>
<td>-0.448</td>
<td>-1.867</td>
<td>0.958</td>
</tr>
<tr>
<td>ARET</td>
<td>2.574</td>
<td>1.916</td>
<td>0.561</td>
<td>0.068</td>
<td>0.964</td>
<td>1.886</td>
<td>3.218</td>
</tr>
<tr>
<td>Panel B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>-0.571</td>
<td>0.531</td>
<td>0.201</td>
<td>-0.152</td>
<td>-0.728</td>
<td>-2.427</td>
<td>0.182</td>
</tr>
<tr>
<td>ARET</td>
<td>1.446</td>
<td>1.556</td>
<td>0.503</td>
<td>0.001</td>
<td>0.786</td>
<td>1.439</td>
<td>3.233</td>
</tr>
</tbody>
</table>

Table 5: Returns of SEO and Dividend Change

<table>
<thead>
<tr>
<th></th>
<th>(-60,0)</th>
<th>(-20,0)</th>
<th>(-5,0)</th>
<th>(0,5)</th>
<th>(0,20)</th>
<th>(0,60)</th>
<th>(0,120)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>2.377</td>
<td>1.352</td>
<td>0.169</td>
<td>-0.266</td>
<td>-1.545</td>
<td>-4.305</td>
<td>-5.022</td>
</tr>
<tr>
<td>ARET</td>
<td>3.929</td>
<td>1.969</td>
<td>0.463</td>
<td>-0.163</td>
<td>-0.848</td>
<td>-1.875</td>
<td>-1.760</td>
</tr>
<tr>
<td>Panel B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>1.887</td>
<td>1.265</td>
<td>0.270</td>
<td>-0.149</td>
<td>-1.811</td>
<td>-4.643</td>
<td>-4.592</td>
</tr>
<tr>
<td>ARET</td>
<td>2.392</td>
<td>1.736</td>
<td>0.281</td>
<td>-0.076</td>
<td>-1.490</td>
<td>-1.861</td>
<td>-1.511</td>
</tr>
</tbody>
</table>

Table 6: Returns of SEO and Dividend Payout Ratio Change

<table>
<thead>
<tr>
<th></th>
<th>(-60,0)</th>
<th>(-20,0)</th>
<th>(-5,0)</th>
<th>(0,5)</th>
<th>(0,20)</th>
<th>(0,60)</th>
<th>(0,120)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>3.028</td>
<td>1.723</td>
<td>0.432</td>
<td>-0.392</td>
<td>-1.819</td>
<td>-4.319</td>
<td>-5.238</td>
</tr>
<tr>
<td>ARET</td>
<td>4.302</td>
<td>2.323</td>
<td>0.636</td>
<td>-0.305</td>
<td>-1.391</td>
<td>-2.035</td>
<td>-2.414</td>
</tr>
<tr>
<td>Panel B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>1.133</td>
<td>1.255</td>
<td>0.002</td>
<td>-0.329</td>
<td>-2.206</td>
<td>-4.883</td>
<td>-5.142</td>
</tr>
<tr>
<td>ARET</td>
<td>2.138</td>
<td>1.639</td>
<td>0.153</td>
<td>-0.086</td>
<td>-1.141</td>
<td>-2.072</td>
<td>-1.595</td>
</tr>
</tbody>
</table>

Table 7: Returns of SEO, Dividend Increase and MB Groups

<table>
<thead>
<tr>
<th></th>
<th>(-60,0)</th>
<th>(-20,0)</th>
<th>(-5,0)</th>
<th>(0,5)</th>
<th>(0,20)</th>
<th>(0,60)</th>
<th>(0,120)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>3.403</td>
<td>1.963</td>
<td>0.354</td>
<td>-0.368</td>
<td>-1.789</td>
<td>-5.385</td>
<td>-6.618</td>
</tr>
<tr>
<td>ARET</td>
<td>5.131</td>
<td>2.603</td>
<td>0.668</td>
<td>-0.236</td>
<td>-1.002</td>
<td>-2.478</td>
<td>-2.546</td>
</tr>
<tr>
<td>Panel B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RET</td>
<td>-4.832</td>
<td>-6.127</td>
<td>-2.386</td>
<td>-1.177</td>
<td>-4.898</td>
<td>-1.379</td>
<td>2.840</td>
</tr>
</tbody>
</table>
Table 8 is an empirical study of the returns of insider ownership change. The change of insider ownership is the change of the first six months. In this paper, insider is defined as directors and supervisors, top ten shareholders and managers. Panel A is an empirical study of the increase of shareholding in the first six months and Panel B is an empirical study of the decrease of shareholding in the first six months. Panel A shows that the stock price rises after the increase of shareholding, and the stock price does not change much during the increase of shareholding. Panel B shows that the stock price falls after the reduction of shareholding, and the returns is positive during the reduction of shareholding. It shows that insider ownership has the advantage information.

The empirical evidence in Table 9 only includes the situation when dividends are paid. The results of the increase of insider ownership are shown in Panel A and the decrease of insider ownership in Panel B. The results show that whether insider ownership increases or decreases, the returns after dividend issuance is generally negative, and the returns before dividend issuance is generally positive. The increase of insider ownership portfolio has better returns than the decrease of insider ownership portfolio after dividend issuance.

Table 10 only include the case of SEO. The results of insider ownership increase are presented in Panel A, and the results of insider ownership decrease are presented in Panel B. The results show that regardless of whether insider ownership increases or decreases, the returns before SEO is positive and after SEO is negative. Comparing Panel A with Panel B, we find that Panel B has better returns before SEO, while insiders choose to reduce their shareholding, which shows that insiders reduce their shareholding when the stock price is high.
Conclusions

Based on previous studies, it is pointed out that dividend level emits signals of cash flow level, and initial dividend issue or increase of dividend will make stock have positive and abnormal returns. John and Williams (1985) found that the announcement of SEO would cause the stock price to fall. Dividends would only be used as a signal when the sum of cash demand of insiders and investment demand of the company is larger than the cash supply of the company. The company's additional or initial dividend issuance is often accompanied by the need for companies to issue new shares to raise funds in the future. Dividend as a signal, the change of dividend is a means for companies to raise stock prices in order to raise funds. The research is limited to dividend change and the combination of SEO. In this paper, we expand the classification of dividend and SEO: We use dividend increase or decrease or dividend payout ratio increase or decrease as indicators of dividend change to explore stock returns caused by SEO after dividend change. Furthermore, we also classify companies according to their market to book ratio, and discuss the performance of stock returns when different MB ratio companies increase cash. In all kinds of portfolios, if a company carry SEO after pay dividend, it can be seen that the purpose of additionally issuing dividends is to raise the price so that the company can raise more funds when it adds cash to its capital. However, when the company increases its cash capital at a low MB ratio, it implies that the company has a very good investment opportunity, so it may have a good profit in the future, which can be reflected in the stock price. The relationship between dividend change and SEO has been discussed in many literatures in the past. This plan makes a comprehensive discussion to try to understand the deeper and broader understanding of corporate financial decision-making. The research results will help to understand the application of dividend theory in various situations. The empirical support hypothesis in this paper show that companies with low MB ratio have negative returns before SEO, but positive returns after SEO. On the contrary, companies with high MB ratio will have positive returns before SEO and long-term negative returns after SEO.

References

Abstract:

Basically all goods and services traded are taxable goods and taxable services, so they are subject to Value Added Tax (PPN), except for the types of goods and services as stipulated in article 4A of Law No.8 of 1983 concerning Value Added Tax on Goods and Services and Sales Tax on Luxury Goods as amended several times, the latest by Law No.42 of 2009. This research was conducted at PT VNP which aims to find out how the presentation of operating income and non operating income in the income statement, how to report VAT Period Returns and how the implementation of equalization between the income statement and the VAT Period return report in 2017. This study discusses the presentation of operating income and non operating income along with the correct VAT Period return report. Furthermore, the implementation of equalization is the difference between the turnover in the income statement and the VAT Period Return. Based on the results of the study, it can be concluded that PT VNP has made a wrong note where 2017 revenues have not been recognized and recognized in 2018, so that if the company does not equalize there will be a difference in the amount of the VAT DPP owed, it will also result in errors in PPh SPT reporting Body. Therefore PT VNP should be consistent in recognizing its income by using the Accrual basic recording system.

Introduction

Competition is one thing that will not be inseparable in the business world, in order to achieve its goal of obtaining the maximum profit every entrepreneur has his own process. Meanwhile, tax is one of the things that cannot be separated for companies in the business world, basically all goods and services traded are taxable goods and taxable services, so they are subject to Value Added Tax (PPN), except for the types of goods and services as stipulated in article 4A of Law No.8 of 1983 concerning Value Added Goods and Services Tax and Sales Tax on Luxury Goods as amended several times, the latest by Law No.42 of 2009.

Value Added Tax (VAT) is a tax levied and imposed on the delivery of Taxable Goods (BKP) and Taxable Services (JKP), this tax is collected through a Tax Invoice with a single rate of 10% of the Tax Base (DPP), the Difference between income tax. Referring to Law No.42 of 2009, the Company must deposit Value Added Tax (PPN) in accordance with the value of sales of recognized goods and services. However, there are also companies that are in error or violate the Act in not recognizing the value of sales of goods or services intentional (human error) or intentionally. If there is an error or discrepancy in reporting and depositing the value of the Value Added Tax that should be, then the Company may get a fine and / or sanction. Therefore to avoid errors in reporting and depositing the Value of VAT to be paid, we can do equalization of VAT.

VAT equalization is the difference between the turnover in Profit and Loss with the VAT Period Return. The difference in income turnover and VAT SPT must be known, therefore the process of equalization is not a process to find the same number between the Financial
Report and the VAT Period Return, but to find out what causes the difference in turnover of the company, the cause must be explained by Taxpayers.

Based on the description above, researchers are interested in presenting research with the title "Equalization of Value Added Tax Notification With Income Statement".

Identification of problems

Based on the description above, the problem can be identified as follows:
1. How is the presentation of operating income and non operating income in the 2017 VNP Income Statement
2. How about VNP's 2017 VAT Period Report for PT VNP in 2017
3. What is the implementation of equalization between the Income Statement and the 2017 VNP VAT Annual Income Tax Return Report

Literature Review

According to the Director General of Tax Decree No. 29 / PJ / 1995: "Replication of the Tax Information System, the Directorate General of Taxation instructs each Tax Service Office to equalize VAT data".

Definition of Financial Statements

According to Kasmir "Financial Report is a report that shows the company's financial condition at this time or in a certain period".

Based on the explanation above, it can be concluded that the Financial Report is information originating from an accounting process whose contents describe the financial condition of a company in a given period.

Components of the Financial Report

Components of financial statements, namely, balance sheet, income statement, statement of changes in equity, cash flow statements, and notes to financial statements. In the financial statements must include the name of the company, the scope of financial statements, the date or period covered by the financial statements, the reporting currency, the unit of numbers used in the presentation of financial statements.

Based on Financial Accounting Standard No. 1 paragraph 80 of the information presented in the Comprehensive Income Statement includes:

a. income;

b. financial costs;

c. the share of profit and loss from associates and joint ventures which are accounted for using the equity method;

d. tax burden;

e. a single amount that includes the total of profit and loss after tax and profit or loss after tax;

f. profit and loss;

g. each component of other comprehensive income classified according to nature (other than the amount in letter (h));

h. part of other comprehensive income from associates and joint ventures recorded using the equity method;

i. total comprehensive income;
Revenue

Operating Income and Non-Operations

Operating income is income received from the main business of the company while non-operating income is income received by the company that has nothing to do with the main business.

In the presentation of Profit and Loss Statements this income is presented or recorded in gross or gross amounts before deducting costs incurred related to the income.

Value Added Tax (VAT)

Value Added Tax is one of the largest revenues for the state because it is one of the direct taxes collected by the central government or is a state tax.

Definition of Value Added Tax (PPN) according to Supramono, "Value Added Tax is a tax imposed on domestic consumption (customs area), whether consumption of Taxable Goods (BKP) or Taxable Services (JKP)." (2005: 88)

Based on the above definitions, it can be concluded that Value Added Tax (VAT) is a tax imposed on domestic consumption (customs area) both consumption of taxable goods (BKP) and taxable services (JKP).

Basic Imposition of Value Added Tax (VAT)

Based on Article 8A VAT Law, the Basic Tax Imposition (DPP) is the basis used to calculate the tax payable, in the form of: Number of Selling Prices, Reimbursement, Import Value, Export Value, or other values determined by the Minister of Finance Regulation.

Reporting VAT Period notice

Based on the Regulation of the Minister of Finance of the Republic of Indonesia Number 9 / PMK.03 / 2018 Article 10 paragraph 8 concerning "Notification (SPT)", that:

"The VAT collector is required to report the VAT or PPN and PPnBM that have been collected, to the Tax Service Office where the VAT collector is registered no later than the end of the following month after the Tax Period ends."

According to Chairil Anwar Pohan (2013: 154) in the tax management book as follows:

"Tax Equalization is matching data in an annual notification letter (matching) presented in detail per transaction) with items contained in expenditure / purchase / sales books that have a relationship in bookkeeping and or other types of tax reports (both partially and whole)."

Equalization can be interpreted as a process to check the suitability of one type of tax with another type of tax that has a relationship. The intended relationship is a part of a report of one type of tax that is part of the report on other types of tax tax. The process of equalizing between invoices recorded in the financial statements profit and loss with invoices reported in annual tax returns. Judging from the provisions regarding VAT, gross sales are VAT surrender, but not all submissions in VAT are gross sales. The sale of assets included in other sales is not included in gross sales, but is a submission of VAT. VAT uses the term submission, which means that all forms of submission are objects of VAT, both submission to third parties and to the company itself, for example in the company's own use activities subject to VAT. This is certainly contrary to the notion of gross sales in the company's financial statements. Turnover or business circulation is the subject of discussion in the equalization process. Turnover is the total sales obtained from production. Income from sales is recognized when there is a transfer of ownership or delivery to the buyer and then a sales invoice is made. so even though the turnover listed in the company's financial statements and
VAT SPT is different, if the Taxpayer is able to provide an explanation, then there is no problem. Equalization correction is the difference between the turnover in the Financial Report and the VAT Period Return. The difference in the turnover of financial statements and VAT SPT must be known, therefore the process of equalization is not a process to find the same number between Financial Statements and VAT Period Returns, but to find out what causes the different turnover of the company, the cause must be explained by Taxpayers.

Discussion and Conclusion

PTVNP is one form of business engaged in trade, namely as a well-known oil distributor in Indonesia. PT VNP was founded in 2005 which was established by several partners with locations on Jl. Downstream Dam Raya No. 122 Tanah Abang, Central Jakarta Indonesia. The idea of establishing PT VNP comes from the owner's desire to have promising business opportunities in the future. In 2008, the owners took the initiative to submit themselves as Taxable Entrepreneurs because of the increasing number of company customers. Until now, PT VNP has had quite a number of clients and included several leading companies in Indonesia. In carrying out its business, PT VNP prioritizes service, also the most important is creativity along with the development of information technology in order to gain trust and satisfaction that what is produced by PT VNP is very high quality based on the era that is happening. This can also be proven by increasing the number of clients.

PT VNP provides services directly in the field of trade both to those who have been confirmed as PKP (Taxable Entrepreneurs) and Non PKP (Taxable Entrepreneurs). The activities carried out by PTVNP are the distribution of oil to all outlets in Jakarta.

Company Accounting Policy

Basic Preparation of Financial Statements

The financial statements have been presented in accordance with the Financial Accounting Standards which include the Statement of Financial Accounting Standards (PSAK) issued by the Financial Accounting Standards Board of the Indonesian Institute of Accountants as a guide to the presentation and disclosure of financial statements.

The financial statements are prepared based on accrual concepts using the historical cost concept, except for certain accounts that are measured based on measurements as described in the respective accounting policies of the account.

Receivables

Receivables are stated at net value, net of allowance for doubtful accounts, if any.

Value Added Tax (VAT)

The company has determined that Value Added Tax is recognized according to the date of the invoice.

Core discussion

Presentation of Operating Income and Non Operating Presentation in the Company's Financial Statements.

PT VNP Profit and Loss

An income statement is a financial report that reports the company's financial performance in a certain period of time. The income statement summarizes the amount of costs incurred by the
company during its operations and the profits that the company receives during running the business. The following is PT VNP's profit per December 31, 2017 in rupiah:

<table>
<thead>
<tr>
<th>Table 3.1 PT VNP Profit and Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
</tr>
<tr>
<td>Cost of goods sold</td>
</tr>
<tr>
<td>Gross profit:</td>
</tr>
<tr>
<td>Selling expenses</td>
</tr>
<tr>
<td>General and administrative expenses</td>
</tr>
<tr>
<td>Other income (expenses)</td>
</tr>
<tr>
<td>Operating income:</td>
</tr>
<tr>
<td>Non-operating income</td>
</tr>
<tr>
<td>Financial expenses</td>
</tr>
<tr>
<td>Pre-tax profit</td>
</tr>
<tr>
<td>Income tax benefits (expenses) :</td>
</tr>
<tr>
<td>Current tax</td>
</tr>
<tr>
<td>Deferred tax</td>
</tr>
<tr>
<td>Total income tax expense</td>
</tr>
<tr>
<td>Net profit for the current year</td>
</tr>
</tbody>
</table>

Source: PT VNP in 2017

From the data above, the net sales recorded by PT VNP are Rp 80.299.894.987,-

**Sales Ledger Per Month**

Ledger is a classification of business activities of the company, both for receipt or expenditure for one year. Recapitulation of Operating Income taken from the Ledger on PT VNP as of December 31, 2017 in rupiah, is amount Rp 80.299.894.987,-

**Ledger of Income Outside of Business**

Income Outside of Business is income received by a company that has nothing to do with the main business carried out by the company in its activities.

a) Interest income and income from sales of assets. Large Book of Interest Income obtained from current account services related to remaining in the Bank as of December 31, 2017 in rupiah, is amount Rp 246.447.063,-

b) Sales Revenue of Fixed

Sales Revenue of Ledger on Fixed Asset on 31 December 2017 is a sales revenue which derived from used car sales as big as Rp 330.000.000,-

<table>
<thead>
<tr>
<th>Table 3.2 Sales Revenue Ledger of Sales of Fixed Asset</th>
</tr>
</thead>
<tbody>
<tr>
<td>PT. VNP</td>
</tr>
<tr>
<td>List History GL Non Operating Income</td>
</tr>
<tr>
<td>From 01 Jan 2017 to 31 Dec 2017</td>
</tr>
<tr>
<td>25 Mei 2017</td>
</tr>
<tr>
<td>Journal Evidence</td>
</tr>
<tr>
<td>Sales Non Operating</td>
</tr>
<tr>
<td>Sales of Used Car</td>
</tr>
<tr>
<td>330.000.000</td>
</tr>
<tr>
<td>TOTAL NON-OPERATING INCOME</td>
</tr>
</tbody>
</table>

Source: PT VNP year 2017
Reporting Period Notice of VAT year 2017

Recapitulation VAT Notice Later period of 2017

VAT period Notice must be reported each month, even though there are no changes to the balance sheet, or Rupiah Value at that time tax nil (0). Reporting maturity is on the last day (date 30 or 31 next month after that the last tax period.

Following Reporting Recapitulation of Reporting VAT period notification PT VNP on 31 December 2017 (on Rupiah):

<table>
<thead>
<tr>
<th>Month</th>
<th>Sales (Tax Base)</th>
<th>Purchase</th>
<th>VAT Out</th>
<th>VAT Paid In Advance</th>
<th>VAT In</th>
<th>Under Payment/Over Payment</th>
<th>Paid Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>6,923,717.28</td>
<td>6,266,338.01</td>
<td>692,371.728</td>
<td>314,113.643</td>
<td>626,633.801</td>
<td>-</td>
<td>248,375.71</td>
</tr>
<tr>
<td>Febrary</td>
<td>5,559,237.60</td>
<td>5,940,631.86</td>
<td>555,923.760</td>
<td>248,375.716</td>
<td>594,063.186</td>
<td>-</td>
<td>286,515.14</td>
</tr>
<tr>
<td>March</td>
<td>5,750,709.95</td>
<td>3,740,715.26</td>
<td>575,070.995</td>
<td>938,497.323</td>
<td>374,071.526</td>
<td>-</td>
<td>737,497.85</td>
</tr>
<tr>
<td>April</td>
<td>9,739,383.50</td>
<td>5,594,044.55</td>
<td>973,938.350</td>
<td>737,497.854</td>
<td>559,404.455</td>
<td>-</td>
<td>322,963.95</td>
</tr>
<tr>
<td>May</td>
<td>8,539,313.02</td>
<td>2,027,081.86</td>
<td>853,931.302</td>
<td>322,963.959</td>
<td>202,708.186</td>
<td>-</td>
<td>328,259.15</td>
</tr>
<tr>
<td>June</td>
<td>7,336,178.39</td>
<td>4,315,592.51</td>
<td>733,617.839</td>
<td>-</td>
<td>431,559.251</td>
<td>-</td>
<td>302,058.58</td>
</tr>
<tr>
<td>July</td>
<td>4,521,998.04</td>
<td>4,853,875.77</td>
<td>452,199.804</td>
<td>-</td>
<td>485,387.577</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>August</td>
<td>7,544,293.66</td>
<td>3,202,480.98</td>
<td>754,429.366</td>
<td>33,187.773</td>
<td>320,248.098</td>
<td>-</td>
<td>400,993.49</td>
</tr>
<tr>
<td>September</td>
<td>6,852,126.06</td>
<td>5,732,154.52</td>
<td>685,212.606</td>
<td>-</td>
<td>573,215.452</td>
<td>-</td>
<td>111,997.15</td>
</tr>
<tr>
<td>October</td>
<td>6,209,499.93</td>
<td>7,532,251.70</td>
<td>620,949.993</td>
<td>-</td>
<td>753,225.170</td>
<td>-</td>
<td>132,275.17</td>
</tr>
<tr>
<td>November</td>
<td>6,603,557.29</td>
<td>7,305,012.95</td>
<td>660,355.729</td>
<td>-</td>
<td>730,501.295</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>December</td>
<td>5,342,473.46</td>
<td>1,173,606.81</td>
<td>534,247.346</td>
<td>-</td>
<td>117,360.681</td>
<td>-</td>
<td>416,886.66</td>
</tr>
</tbody>
</table>

Source: PT VNP year 2017

From data above, VAT Period Notice PT VNP, which has been paid and reported. Sales (Omzet) as Rp 80,922,488.180 based on tax invoice, along with insufficient payment or over payment that has been paid although compensated.

Implementation of the Equalization of Financial Statements with VAT Period Returns

Income Statement Separates Operating Income with Non Operating Income

Equalization can be interpreted as a process to check the suitability of one type of tax with another type of tax that has a relationship. The intended relationship is the report section of a type of tax that is part of the report on other types of tax. The process is carried out by
equalizing the income recorded in the financial statements with the income reported in the annual notification letter (SPT) submitted to the tax office.

Following is the Income Statement that separates Operating Income with Non Operating Income as of 31 December 2017 (in rupiah):

### Table 3.4 PT VNP equalization Profit and Loss

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>80.299.894.987,-</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>(61.850.129.348,-)</td>
</tr>
<tr>
<td>Gross profit</td>
<td>18.449.765.639,-</td>
</tr>
<tr>
<td>Selling expenses</td>
<td>(8.721.969.560,-)</td>
</tr>
<tr>
<td>General and administrative expenses</td>
<td>(5.337.598.011,-)</td>
</tr>
<tr>
<td>Other income (expenses)</td>
<td>(545.093.400,-)</td>
</tr>
<tr>
<td>Operating income</td>
<td>3.845.104.668,-</td>
</tr>
<tr>
<td>Non-operating income</td>
<td>576.447.063,-</td>
</tr>
<tr>
<td>Financial expenses</td>
<td>(1.013.067.433,-)</td>
</tr>
<tr>
<td>Pre-tax profit</td>
<td>3.408.484.298,-</td>
</tr>
</tbody>
</table>

From the data above, the net sales for which PT VNP recorded Operating Income is Rp 80.299.894.987,-

**Non Operating Income**

Income received by the company that has nothing to do with the main business carried out by the company in its activities.

### Table 3.4 Non Operating Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest Income</td>
<td>Rp 246.447.063,-</td>
</tr>
<tr>
<td>Fixed Assets Sales</td>
<td>Rp 330.000.000,-</td>
</tr>
<tr>
<td>Total</td>
<td>Rp 576.447.063,-</td>
</tr>
</tbody>
</table>

Source: PT VNP in 2017

**Recapitulation of VAT Period 2016 SPT**

From the data at table 3.3, the PT VNP VAT SPT has been paid and reported.

**Problem analysis**

**Presentation of Operating Income and Non Operating Presentation in the Company's Financial Statements**

The following presents PT VNP's income statement as of December 31, 2016 in rupiah:

### Table 4.1 PT VNP Profit and Loss

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>80.299.894.987,-</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>(61.850.129.348,-)</td>
</tr>
<tr>
<td>Gross profit</td>
<td>18.449.765.639,-</td>
</tr>
<tr>
<td>Selling expenses</td>
<td>(8.721.969.560,-)</td>
</tr>
<tr>
<td>General and administrative expenses</td>
<td>(5.337.598.011,-)</td>
</tr>
<tr>
<td>Other income (expenses)</td>
<td>(545.093.400,-)</td>
</tr>
<tr>
<td>Operating income</td>
<td>3.845.104.668,-</td>
</tr>
<tr>
<td>Non-operating income</td>
<td>576.447.063,-</td>
</tr>
</tbody>
</table>
From the data above, PT VNP's Profit and Loss Statement is in accordance with PSAK No. 1 Paragraph 80, which includes Revenue and Expenses for a certain period. Revenue registration is Rp 80,299,894,987,- then PT VNP records non-operating income, namely from interest income and sales of fixed assets of Rp 576,447,064.

Table 4.2 PT VNP Fixed Assets Sales Revenue Ledger

<table>
<thead>
<tr>
<th>PT. VNP</th>
<th>List History GL Non Operating Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>From 01 Jan 2016 to 31 Dec 2016</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Journal Evidence</th>
<th>Sales Non Operating</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 Mei 2016</td>
<td>Sales of Used Car</td>
<td>330,000,000</td>
</tr>
</tbody>
</table>

TOTAL NON-OPERATING INCOME 330,000,000

From the table above, the income from the sale of fixed assets of PT VNP is Rp. 330,000,000 which is the income from the sale of used cars. Based on this, the sale of these fixed assets PT VNP should issue an output tax invoice, because the sale of used cars should be subject to VAT of 10% of the DPP.

Result of equalization

Based on the implementation of equalization of the Profit and Loss Statement on the VAT Period Return, it turns out that there is a difference. The difference was caused by the incorrect recording of revenue recognition where income should be in accordance with the VAT SPT of Rp 80,922,488.180,- but in profit and loss only recorded Rp 80,299,948.7

Income Statement Report Rp 80,299,948.987,-
VAT Period notice Rp 80,922,488.180,-
difference Rp 622,593,193,-

From the table above, there is a difference of Rp. 622,593,193 between the income statement and the 2017 VAT SPT.

Then know that differences occurs because of there is tax invoice of sales which has been published on December 2017:

Date Invoice No Name of Customer Oil Type Price
10 Dec 2017 Ind/17/0495 Satrio Mobil TFF ATF 24 Rp 175,500,000,-
15 Dec 2017 Ind/17/0496 Suyanta Auto Service TFF DGO 22 Rp 210,850,500,-
20 Dec 2017 Ind/17/0497 Jaya Bintang Service Mobile ATF Rp 236,242,693,-
Total Rp 622,593,193,-

From the above, there then knownare sales transactions that have been issued invoices but have not yet entered the company's turnover due to the issue of recognition.
As known from Ledger of Fixed Assets there is fixed assets sales:

<table>
<thead>
<tr>
<th>Type</th>
<th>Type</th>
<th>Sales Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used car</td>
<td>Mitsubishi Colt Diesel</td>
<td>Rp 330,000,000,--</td>
</tr>
</tbody>
</table>

From the above, the income from the sale of fixed assets which should be included in the turnover is Rp 330,000,000,- Then the adjustment must be made to the difference to find out where the difference originates.

**Conclusion**

Based on the data and discussion that has been described in the previous chapters, it can be concluded that:

1. Based on the profit and loss report of the company listed in accordance with PSAK Number 1 Paragraph 80 concerning the Comprehensive Income Statement and calculation of Operating Income and Non Operating income, there is interest income and sale of fixed assets in the form of un-issued tax invoices of Rp 330,000,000,-

2. Based on the Recapitulation of Reporting on VAT Period Tax Returns, PT VNP has reported its Periodic Tax Return from January to December 2017 and in accordance with the Regulation of the Minister of Finance of the Republic of Indonesia Number 9PMK.03/2016 concerning Notification Letter (SPT).

3. Based on the results of PT VNP equalization, there is a difference between the Income Statement and the VAT SPT amounting to Rp 622,593,193,- where the difference comes from the sale at the end of the year which has been issued invoices but the recognition of income is considered at the beginning of 2017, resulting in a difference between Profit and Loss with VAT SPT and there is an income from the sale of fixed assets which are Taxable Goods (BKP) which should be issued tax invoices and the value of the acquisition entered in the company's turnover.

**References**

*Undang-Undang Republik Indonesia No. 42 tentang Pajak Pertambahan Nilai Barang dan jasa dan Pajak Penjualan atas Barang Mewah*. Jakarta: Kemenkeu.
EXPERIENTIAL LEARNING APPROACH TO WRITING IN AN ESL CLASSROOM: A CASE STUDY IN A MALAYSIAN SUB-RURAL SCHOOL

Nur Maisah Binti Abdul Aziz1*, Azlina Binti Abdul Aziz2

1,2Faculty of Education, Universiti Kebangsaan Malaysia, Bangi, Selangor Darul Ehsan, Malaysia
*E-mail: azlina1@ukm.edu.my

Abstract:
In order for Malaysia to compete globally, learning English as a second language is an essential criteria. But for some Malaysians, English proves a difficult language to learn. There are students in rural areas who are still struggling to master English. These students come from different socioeconomic and cultural backgrounds. The lack of language usage in a daily setting outside schooling time limits their language acquisitions. Therefore, their overall English language knowledge has become stagnant without showing much signs of improvement. In all the skills in the English language, writing has always been a tall order and often a contributing factor for Malaysian students to fail their English subject. This study, which is based on action research method, aimed to help students in a rural school to realize their potential in learning English by using their own experiences as a tool and improving writing skills. This study investigates the effectiveness of using experiential learning through a series of classroom activities as a mechanism in strengthening the learning cycle. A pre and post-tests were done to measure students’ understanding and the efficacy of using this strategy. The findings showed a significant improvement in students’ writing performance. With guidance and encouragement, students could show their true potential. They were also able to show the skills they have learned in activities introduced in this research. Hence, boost their confidence in using the English language.

Keywords: Experiential Learning, Writing skills, Action Research, ESL

Introduction

In a global world, mastering the English language is an important element of success. The language has become a tool for people to communicate and obtain knowledge effectively. Nevertheless, mastering a language needs time, effort and a lot of motivation in order to really grasp the targeted language. In Malaysia, the biggest problem for students is that they view the English language as a difficult subject and not a second language that they need to learn and use in their daily lives. This has become the contributing factor for the poor performance in the Malaysian general examinations.

The introduction of the Educational Transformation Plan 2013-2025 (MOE. 2013), is aimed at producing a highly successful educational system that would be able to produce students that are best prepared and can meet the challenges of a 21st century economy. One aspect in the student’s aspiration is to prepare students who are bilingual that can master and work in both the national language, Bahasa Melayu and also English language environment (MOE, 2013). In doing so, the greater emphasis on language learning through the Upholding the Bahasa Melayu and To Strengthen Bahasa Inggeris (MBMMBI) programme has seen many stakeholders trying to find better ways to expose Malaysian students to good quality learning experiences. Thus, students would gain as much knowledge and skills possible to equip themselves for the future.
Research Problems

This study revolves around a sub-rural school located in Merlimau, Melaka. Students come from different socioeconomic backgrounds and not being able to use the language limits their language acquisitions. Academically, students in this sub-rural school scores fairly in the standardize tests such as PT3 and SPM. For this school, English Language subject has been known to be a tough paper to pass. This is because the passing rate for students in the Pentaksiran Tingkatan 3 or PT3 is recorded at only 20% to 30% whereas the Sijil Pelajaran Malaysia English papers have been known to be around the 58% to 80% range of passing in previous years. With only a record of 9 students or 3.9% being the highest achievement of As in 2013 for SPM, this rural school certainly have a lot more to do in order to improve students’ English performances in the examination.

As Gobel et.al, (2013) pointed out, there is a difference in attributes that causes the failures in English SPM papers between the rural and urban students. Urban students’ failures often caused by lack of interest, class atmosphere, class level and also other factors as well. On the other hand, rural students’ failures are due to the lack of ability, effort or study skills as well as the tasks that are given to them. As students do not understand what they are doing at the moment, it would be difficult to improve on the process that they are engaged in (Yunus and SS Mat, 2014).

One key aspect that is known to have contributed to the poor performance of these students were their poor writing skills. Students are not able to write well since they are not able to express themselves in the English language. Even though English is considered as a second language here in Malaysia, learners from remote and rural areas may not see the importance of learning English; hence, they lack motivation and also find it difficult to learn this foreign language. This also means English will always remain a-degrading factor in the school’s overall performance as well as remain as a foreign language and not a second language to students. In view of this, students at least need to be exposed to learning strategies in acquiring the language and able to use the knowledge to pass the exams. If this is not done, stakeholders such the Education ministry, school, English teachers, students would need to face the consequences of the stigma of English as a non-performing subject.

Considering students’ inability to acquire language skills effectively, a study of Experiential Learning approach in engaging students to participate in language activities will be carried out. Why Experiential Learning? According to a study done on Experiential Learning Contributions to Language Learning (Mollaei and Rahmana, 2012), it is a powerful way to address individual growth and potential because it is adaptable for individual style, preferences, strengths, direction, etc. As the students are weak, it is hoped that by using their own experiences and giving input on matters they are comfortable with, they will be able to express themselves freely. Thus, the use of language in the real world is crucial as it creates interest in learning the language, helps learners to identify themselves with the target language and builds their confidence (Fauzia Hassan and Nita Fauzee Selamat, 2002).

Literature Review

English Subject in Malaysian Schools

As a second language in Malaysia, it is important to point out that despite that level of stature, English has remained the weakest subject among Malaysian students in all major examinations. According to Tengku Azian Shahriman, director of education and SRI (strategic reform initiative) human capital development at PEMANDU, English is students’ weakest core subject in national assessments: 25 per cent of candidates failing at Ujian Pencapaian Sekolah Rendah, 23 per cent at Penilaian Menengah Rendah (now called Form Three Assessment — PT3), and 22 per cent at SPM. The same report highlighted that Malaysian students perform poorly in international English examinations with 50 per cent of...
candidates failing the 1119 paper (NST 15, December 2015). A consistent declined in performance of English in the SPM level according to the Malaysian Examination Board showed an almost consistent failure rate for English in the SPM exams since 2011. In 2011, 23.2 per cent failed the subject, 22.9 per cent in 2012, 20.0 per cent in 2013 and 22.7 per cent in 2014 has the Malaysian Examination Board director Datin Nawal Salleh view this as a problem which will have serious implications in the implementation of English as an SPM compulsory pass in the current situation as serious (NST 15, December 2015).

Figure 1: (NST 15, December 2015)

Strategies Taken To Improve English Performance In Schools

There are many factors contributing to the weak English performance among students. According to Dr Elsie Chin, chief executive officer of English Language courses provider Cambridge English For Life, English must be remembered, is a tool, and not a separate stand-alone subject. Teachers should adopt a much more cooperative approach to language learning, where students are encouraged to help each other, and where the teacher facilitates, allowing students to be much more active. Other than that, Teachers also need to share ideas, materials and approaches among themselves. Even though she does acknowledge that it is easier said than done (NST 15, December 2015).

In order to prepare for this, various initiatives were taken by the ministry to improve mastering of the English Language among teachers, like the Professional Development Programme for English Language Teachers (Pro-ELT), which had trained 16,000 teachers since 2012. There is also the English Language Intervention programme, targeting the non-option English Language teachers, which had benefited 976 teachers (Malay Mail 24, May 2016), This is to say that, many efforts are being put in to overcome the problem of English as a non-performing subject.

Factors That Influence Learning Of English In Malaysian Schools

Factors that pose challenges in learning English is an internal and external ones. These factors are limited opportunities to use English outside the classroom (external factor), negative attitude towards English (internal factor) and lack of confidence (internal factor). These internal and external factors can influence each other; they are by no means independent. For example, a learner who has low self-confidence may refuse to use the language outside the classroom (Fauziah Hassan and Nita Fauzee Selamat, 2002). This together with other factors hinders the students’ ability to master the language . Being in a rural area, students find English not playing a role in their lives except for being a school subject that they need to learn. The lack of use of the language outside the classroom limits
language acquisition. As the acquisition process is an ongoing one, students must not let disturbance from others get in the way of progress.

**Problems On Writing Skills**

Other than Malaysia, these problems occur in other non-English speaking countries where English writing proved to be a challenge on its own. Countries like China and Indonesia contribute a lot of research studies on this matter. In China, ESL academicians view this as a constraint which restrains Chinese students in improving the English learning experience (Hu Qingkun, 2014). He also added that, in the conventional way of teaching English writing, the end product is more emphasised than the actual writing process. However, in finding ways to overcome this problem, Yang Yonglin (2004: 21) through Hu Qingkun (2014) said that, a foreign language teacher should first solve the problem of the relationship between thinking globally and acting locally so that, effective teaching activities could be carried out. Later, it can be used to make discovery in theory, research and teaching ideas.

This practice is also evident in Indonesia whereby, the inability for teachers to move away from the conventional method of teaching writing also contributes in making writing in English unattractive. For them, writing in English is very difficult, and they couldn't relate to the ideas of writing in English. Students also have problems with errors in the mechanics of writing such as; punctuation, spelling and used capitalization (Maharani et.al, 2014).

**The Role of Experiential Learning**

Experiential Learning emphasizes the central role that experience plays in the learning process, an emphasis that distinguishes ELT from other learning theories. The term “experiential” is used therefore to differentiate ELT both from cognitive learning theories, which tend to emphasize cognition over affect, and behavioral learning theories that deny any role for subjective experience in the learning process. It defines learning as "the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of grasping and transforming experience" (Kolb 1984). According to the Cambridge Online Dictionary, experience is defined as (the process of getting) knowledge or skill from doing, seeing, or feeling things or something that happens to you that affects how you feel.

Kolb’s experiential learning cycle (1984) stressed on the essence of experience as a foundational substance. Experiences are considered as ceaseless as experiences have an effect on subsequent experiences. There are four stages to this learning style which includes concrete experience, reflective observation, abstract summary and active application. A learner needs to go through these four stages in order to fully understand what they had experienced and learned. It is very important to note that this cycle does not only focused on the end product but rather the learning process itself.
Experiential learning is often used synonymously with the term "experiential education", but while experiential education is a broader philosophy of education, experiential learning considers the individual learning process. In other words, experiential learning is concerned with more concrete issues related to the learner and the learning context. Thus, learning from experience means not merely memorizing a predefined set of abstract facts and figures, which are subsequently regurgitated in exams. According to Reynolds (2009) in many ways, Experiential Learning appears to be as much a movement as a theory and a practice whose acquisition is a matter of faith (Gosen and Washbush, 2004).

Based on the above discussion and examples, the use of Experiential Learning is deemed suitable for this study. As the model could be carried out in many different forms, it also does not limit the time and place the learning activities to be carried out as long as the processes take place in a safe and friendly environment (Kujalová, 2005). He also added that the term environment can be understood in two different ways. First, it was 'situation' and then 'conditions'. The third way of understanding environment is the 'place/location' where something happens, which is the next significant aspects which experiential learning methods consider. Since experiential education is 'education for life', it is based on natural environment. Language learning should not be confined to a classroom because students will find it stressful and boring. Therefore, various activities in and outside the classroom will definitely have a greater impact.

Ultimately, effective learning is evident when a person advances through a cycle of four stages which is having a concrete experience, followed by observation of and reflection on that experience. This later leads to the formation of abstract concepts (analysis) and generalisations (conclusions) which are then used to test hypothesis in future situations and produces new experiences (McLeod, 2017).

Discussion and Conclusion

Research Method

The research was carried out between October to November 2018 in SMK Seri Mahkota, Umbai, Merlimau, Melaka to a group of 15 form one students. As a sub-rural school, the English subject’s performance for the core exams mainly PT3 and SPM has not been very good. As the best one was in 2013 for SPM and 2018 for PT3. This is due to English subject being perceived as a tough subject as it was not widely used by students outside the school compound. The study adopted the Classroom Action Research (CAR). A class action research is carried out in order to comprehend, assess and revised educational practices in the classroom. In other words, it is done to figure out how to solve problems that may occur in the classroom and find solutions to improve through action research. Mettelal (2002) explains that classroom action research improves teaching and will help teachers to discover what works best in their own classroom situations. She added that CAR is a powerful integration of teaching and learning that provides a solid basis for instructional decisions. It's easily mastered technique provide insights into teaching that results in continual improvement. Sago (2000) stated that, in general, an action research can be engaged in by a teacher, by a group of people who share a common problem, or by the entire organisation.

The purpose of this classroom action research was to find out how students use past experience in improving their writing skills in a classroom setting. The researcher obtained data by observation using a checklist and tests. The instruments of the research was based on observations, interviews, questionnaires, documents and audiovisuals. The research was conducted in cycles, that includes planning, implementation, observation, and reflection. Any significant increment in marks during the pre and post test, means that the cycle was a success. This research study focused on three research questions. Firstly, how experiential
learning will benefit students? Next, how the experiential learning cycle benefit students in realizing their potential in learning English and eventually their writing skills? And lastly, can ESL students with limitation in English able to take part in language activities more confidently?

Researcher used the experiential learning method through task-based and active learning to teach the targeted students the writing skills needed in order to write better. Cox (2017) suggest that exposing students to active learning techniques, may give students other types of skills and knowledge that they cannot gain through traditional classroom settings. The task-based approach teaching or learning in the English language is proven to be an effective and successful tool in the development of second language learner academic writing skills (Johari, 2018; Ahmed and Bidin, 2016).

It started with a pre-test, then continued with two meetings and followed by a post test. At the end of the cycle, the researcher reflected the activities carried out and also the scores of the post-test was an indicator of the successfulness of the cycle. Since the researcher is the teacher, ineffective activities can be further enhanced in the teaching and learning in the classroom.

Experiential learning has many benefits such as students can relate to what they are learning and put into practice what they have learned. Experiential learning also encourages collaborative learning and this would increase students’ participation in the activities. In carrying out the experiential learning activities, students enhanced their memory by making connections to what they have learned with their feelings at that moment of time. In the end, whatever students learned, it would have a lasting effect and would be evolved over time.

Findings

One critical factor that contributed to the non-performing factor of being poor in English is the lack of writing skills among students. Students are reluctant to answer the writing questions in exams. This resulted in failures or scoring low marks during exams for the English subject. This is because writing contributes a big chunk of the overall marks for the exam papers. When asked a question on how did the students feel when they found out that a writing question will be a part of the exam question, almost all the respondent answered they were either afraid or turned off. In some instances, students would skip the writing question and focused on other questions. It is also very common to hear students says that they have a lot of ideas but they just don’t know how to write them in English. Here we could see the interference of L1 is evident.

Besides being too afraid to make mistakes, the problem of poor in writing could also due to the uninteresting way of the knowledge being delivered. Since students learning style differs from one another, so does their acceptance towards learning. Some of them think that English is a boring subject therefore should be avoided. In this case, it is the teacher’s role to make sure that knowledge is being disseminate in an interesting manner and must consider different types of learners. Teachers must make use the various activities to teach the students English and in this case writing skills.

When the plan was explained to them, the students were eager to take part in the intervention program. They took part in the lessons and activities actively. Students were also able to work in groups and carry out the activities as required. They also showed interest in trying to do the individual work even if it was difficult for them to undertake. Nevertheless, there were times when more drilling should have been done for example giving them more exercises in making sure they really understand the topic before going through to the next activity.

Based on the results of the analysis, many gaps emerged from the data. These gaps were divided into grammar and non-grammar issues. These data were identified and
categorized according to the grammar issues hence identifying the common weaknesses which were Subject-Verb Agreement. Students could not write a proper sentence since the requirement of the question was for them to write a story by expanding the notes based on the word or phrases given. Students were also unable to use past tenses correctly for the question.

From the written data, it was also apparent that students either did not use connectors correctly or it was not present in their writing at all. As for the non-grammar issues, it is found that some of the issues are lack of vocabulary, rubric, notes expansion and poor elaborations. In attempting the question, students did not write according to the format. There was a high density of serious errors which caused blurring in meaning and in some places, meaning was hardly comprehensible. In extreme cases, candidates merely copied the rubric or did not attempt the question. They could not expand notes well too in terms of giving short sentences or even having poor elaboration of the contents as they do not have previous knowledge or lack of vocabulary.

The results of the pre-test and post-test are shown in a table and graph chart below to show the one non-grammar and 2 grammar issues chosen in making a contrast of the students’ performance.

### Table 1: Gaps in Student’s Writing

<table>
<thead>
<tr>
<th>Issues</th>
<th>Pre-test No. of Students</th>
<th>Post-test No. of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject-Verb Agreement (Grammar)</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Tenses (Grammar)</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>Lack of Vocabulary (Non-Grammar)</td>
<td>8</td>
<td>6</td>
</tr>
</tbody>
</table>

*Notes: The data was based on the number of students making gaps among the 15 number of student’s written data*

From the data, it shows that 11 students have problems in using past tense in writing a story. This is due to the inability of students to understand the rubric and was more concern to attempt the question by expanding the notes of the word or phrases given. Other than that, it was also apparent that 10 students were having problems in writing correct sentences according to the Subject-Verb Agreement. This is the biggest gap found from the data as students were having problems in writing sentences correctly due to lack of vocabulary and prior knowledge.

There were many grammar and non-grammar issues identified from the students’ written data. But it was narrowed down to a few mainly being the lack of vocabulary, rubric, notes expansion and poor elaboration as the non-grammar issues. As for the grammar issues, it was identified that students were having problems with sentence structure particularly with the Subject-verb Agreement and Tenses.

The question for both the pre-test and post test are somewhat similar. In order to test and help stimulate the students mind, a pictorial based question was given along with short notes. This is to help the students to boost their confidence in elaborating the point and adding other relevant details. This is because, in the pre-test, it was found that students could not write properly as they were lacking in vocabulary and having problems with sentence structure.

As for the post-test is concern, students could elaborate on the idea as they can see a clearer picture of the requirement of the question. Since the students have gone through the intervention plan, they could recall the lessons on sentence structures which focused on
subject-verb agreement and tenses. All those grammar items were found to be used constantly in the post-test. A significant decreased in gaps for the Subject-verb Agreement from 10 to 6 shows that students are beginning to understand the importance of writing correct sentences. Students also used tenses correctly as it shows a drop from 11 to 7 students in gaps.

**Conclusion**

Based on the findings, it is apparent that active participation of the students is very important in determining the success of the research. The willingness to try and sharing experiences as seen during the activity session indicate that students could show their true potential with guidance and motivation. It is also important to indicate that the activities done could help students to improve their writing skills. Even the changes made were not that big but progress were still being made.

It was also found that new gaps are indeed emerging in their writing especially in the grammar issues. Students tend to write incomplete sentences whereby making grammatical errors such as omission of articles and misspelling of difficult words. This indicates that students are making single word errors in their writing which is considered as a better band in purpose of marking for language. Furthermore, the cooperative learning approach during the intervention have allowed students to engage in discussions among themselves, express their opinion, produce better written products and boost the confidence level.

It can also be concluded that, experiential learning is a powerful tool that can be manipulated in order to design and cater to the institutions, teachers and students’ need in improving their language learning. As learning a new language is never easy. It needs effort from both, the learners and teachers. In doing so, an appropriate approach and suitable teaching materials need to be selected for ESL learners (Thirusanku and Yunus, 2014). It is even vital to do so in a rural school. Thirusanku and Yunus (2014) added that a pragmatic approach is therefore the best choice to produce students who are proficient in the language. Thus, using the experiential learning approach is seen as one of the best option in dealing with a classroom full of enthusiastic students.

**References**


EXPLORING MANAGEMENT AND MONITORING OF HARMFUL ALGAL BLOOM EVENTS IN MALAYSIA: GOVERNMENT SECTOR

Ainul Syakira Mahidi Mohyedin¹, Batiah Mahadi¹, Siti Rahmah Awang¹, Umar Haiyat Abdul Kohar¹, Noraini Abu Talib¹

¹ Azman Hashim International Business School, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia

*(E-mail: asyakira2@graduate.utm.my)

Abstract:
Aquaculture industry is identified as one of the major sources to increase fish production to meet domestic demand and expand export potential. In Malaysia, it has a production of about 407,403 tonnes with a value of approximately RM 2,784,721 in 2016 that contributed 21 percent to the total fish production. It highly come with the risk of uncertainty that it can give an unexpected loss if there is problem arise. One of the uncertainties is harmful algal bloom. Harmful algal bloom involving fish kills has been reported since 2002 in Malaysia. A total estimated loss of almost RM 700k was reported by the Department of Fisheries Johor in 2014 in which involved eight fish cages. Given that HABs is still in the exploratory stage in the context of Malaysia, an in-depth interview with the key persons involved in HAB outbreaks was conducted to explore the handling process of HAB in preventing the fish kills in Malaysia. This paper aims to explore the monitoring program of HAB outbreaks in Malaysia in the government sector in perceive to help managing and mitigating the events of harmful algal bloom in Malaysia’s aquaculture industry. This study aims to help giving an insight on the management of algal outbreak in Malaysia.

Keywords: Harmful algal bloom, Management, In-depth interview

Introduction
Aquaculture industry is identified as one of the major sources to increase fish production to meet domestic demand and expand exportation potential (Jabatan Perikanan, 2017). The aquaculture industry resulted in a production of about 407,403 tonnes with a value of approximately RM 2,784,721 (Razali, 2016). This had contributed 21 percent to the total fish production. As such, aquaculture development has shown rapid growth with an average annual growth rate of 8 percent per annum over the last 10 years. This is supported by a statement from the Ministry of Agriculture and Agro-based Industry through that the government will be targeting production of aquaculture for 1.4 million tonnes by 2020 (Utusan Online, 2017).

However, aquaculture fisheries industry in Malaysia has been threatened by the massive fish kills in the past 40 years. Harmful Algae Bloom (HAB) involving fish kills has been reported since 2002 in Johor but it came to light in 2014 when the fish kills reported in Tanjung Kupang resulting in the total loss of the aquaculture fish (Razali, 2016). Astro Awani (2014) reported that in 2014, one caged fish farmer lost more than RM150, 000 in three days due to the mass die-offs among the fish which was more than 90 percent in total. A total estimated loss of almost RM 700k was reported by the DOF Johor in 2014 which involved eight fish cages have become victims of this incident.

Algal bloom is a natural phenomenon including the toxic events which is called as Harmful Algal Bloom (HAB). HAB, commonly called red tides, is now grouped under the descriptor...
harmful algal blooms or HABs (Anderson et al, 2002). HABs have one unique feature in common that causes harm which is either due to their production of toxins or to the way the cells' physical structures or accumulated biomass affect co-occurring organisms and alter food web dynamics. Mass mortalities of wild and farmed fish and shellfish; human illness and death from toxic seafood or from toxin exposure through inhalation or water contact; illness and death of marine mammals, seabirds, and other animals; and alteration of marine habitats and trophic structure are the impacts of these phenomena (Usup et al, 2002; Lim et al, 2012; Lim et al, 2014).

In Malaysia, the HAB incident is now being monitored by the Fisheries Research Institutes (FRI) and Sabah Fisheries Department in selected areas which have been identified to a frequent HAB outbreaks. The first HAB event encountered in Malaysia was in 1970 in Sabah, in which almost 396 people were affected. The first fish kills were reported in 2002 in Kota Kinabalu, Sabah (Usup et al, 2002). Lim et al (2012) stressed that the unavailability of trained manpower and expertise in phytoplankton ecology, lack of trained personnel in species identification and enumeration can lead to misidentification of harmful species which eventually hinder the monitoring program. This situation has brought into attention among the FRI and Sabah Fisheries Department on how they can manage the HAB outbreak. Sampling interval and frequency of monitoring exercises conducted are not enough to monitor the HABs occurrence because most of the bloom occurred within a short period of time (Lim et al, 2014).

Therefore, the objective of this paper is to explore the monitoring and mitigation program of HAB outbreaks in Malaysia by the government sector. This paper presents the result of the monitoring HAB events in Malaysia that focuses on the government sector which is responsible for the fisherman and aquaculture industry of commercial fisheries in Malaysia.

**Literature Review**

Harmful phytoplankton events are regarded as a serious constraint to the sustainable development of coastal areas (Zingone and Enevoldsen, 2000). Therefore, the occurrence of fish kills has been related to harmful algal as such in 2014, Tanjung Kupang is one of the locations where fish kills caused by HAB (Razali, 2016). The species reported are *Karlodinium australis* which cause the caged fish died (Lim et al, 2014).

Besides that, one of the most noxious red tide microalgae that causes mass mortalities of both cultured and natural fish and invertebrates is *Cochlodinium polykrikoides margalef* (Imai and Kimura, 2008; Richlen et al, 2010). In 2013, it was the last HAB event in Kuala Gula, Perak that involved *Cochlodinium polykrikoides margalef*. However, in 2016, a new species namely *Noctiluca scintillans* also harmed the fish in the same area. Table I summarizes the events involving the microalgae that cause fish kills in Malaysia (Jabatan Perikanan, 2017).

The subsequent fish-kill events were recorded in the Straits of Malacca in which the location is regarded as the the most important finfish-farming area in the country (Lim et al, 2014). In fact, the HAB events are very significant to fish breeders as they sell fish for a living. For example, some of the fish breeder in Tanjung Kupang are forced to incur significant losses for almost hundreds of thousands Ringgit Malaysia due to HAB occurrences.
Table 1: Events Involving Harmful Algal Bloom in Malaysia Related to Fish Kills

<table>
<thead>
<tr>
<th>Year</th>
<th>Microalgae</th>
<th>Location</th>
<th>Impacts</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>Coclodinium polykrikoides</td>
<td>Kota Kinabalu, Sabah</td>
<td>Red-tide and fish kill</td>
<td>[12]</td>
</tr>
<tr>
<td>2005-2006</td>
<td>Coclodinium polykrikoides</td>
<td>Pulau Pinang</td>
<td>Fish kills (estimated 6 million USD)</td>
<td>[7]</td>
</tr>
<tr>
<td>2008</td>
<td>Coclodinium polykrikoides</td>
<td>Pangkor, Perak</td>
<td>Fish kills</td>
<td>[1]</td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td>Simgai Dinding, Perak</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>Coclodinium polykrikoides</td>
<td>Kuala Gula, Perak</td>
<td>Fish kills</td>
<td>[1]</td>
</tr>
<tr>
<td>2014-2015</td>
<td>Karlodinium australae (ichthyotoxic)</td>
<td>Tanjung Kupang Johor</td>
<td>Fish kills (estimated lost RM 150k each person: 10 person involved)</td>
<td>[8]</td>
</tr>
<tr>
<td>2016</td>
<td>Noctiluca scintillans</td>
<td>Kuala Gula, Perak</td>
<td>Fish kills (estimated lost RM 500k each person: 4 person involved)</td>
<td>[1]</td>
</tr>
</tbody>
</table>

**Methodology**

A qualitative approach was used in this study given that HABs is still at the exploratory stage in the context of Malaysia. Hence, in-depth interviews with the key persons involved in these HAB outbreaks were conducted to explore the handling process of HAB in preventing and managing the fish kills in Malaysia. The qualitative approach is flexible and allows for the exploration of the situation on handling the HAB incidents in more detail. A total of 6 key persons from Department of Fisheries were invited for the interview session.

Prior the commencement of the interview, places where HAB cases were identified were purposely chosen. Johor was selected first as the recent HAB outbreaks reoccurred in 2015. For the starting of this study, Snowball sampling was used to determine the places in which the other places were subsequently chosen based on the information given during the interview session. Sarawak was given a different approach by giving open-ended questionnaires to respective issues related to the HAB monitoring program in Malaysia. Figure 1 shows the flow chart on how the interviews were selected for the potential interview candidates.

![Flow Chart on selecting the interview for HAB monitoring program in Malaysia](image-url)
The interviews were recorded and transcribed. The codes in the coding framework should have limitations in terms of definitions to make sure it is not switchable or redundant and they should also be narrow in scope and focus explicitly on the object of analysis (Attride-Stirling, 2001). This is to avoid coding every single sentence in the original text. The transcripts were coded based on the emerging keywords that are similar in all the six interviews. Then, these six interviews were compared to identify any similarities or/and differences. The results and discussion will be elaborated in the following section.

**Discussion and Conclusion**

The interviews revealed that there were five strategies that have been taken by the participants or its agencies in the aspects of the HAB management and monitoring. These strategies are considered as the terms for the management of HAB outbreak in Malaysia. The strategies are quality control of water, prevention, and awareness program, standard of procedure, sampling and machinery tools.

Table 2 shows how the management of the HAB outbreaks in Malaysia is summarized. Kelantan and Sabah scored the highest with 4 points in which Sabah has the quality control of water/sampling, prevention, awareness program, and machinery tools. As like Sabah, Kelantan also has quality control of water/sampling, prevention, awareness program, and the standard of procedure but not machinery tools. PH, SW and JB have the lowest point in which each is represented by machinery tools, awareness program and standard of procedure.

<table>
<thead>
<tr>
<th>No.</th>
<th>Department of Fisheries Involved</th>
<th>Quality control of water/Sampling</th>
<th>Prevention</th>
<th>Awareness program</th>
<th>Standard of procedure</th>
<th>Machinery tools</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gelang Patah</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Johor Bahru</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>3.</td>
<td>Sarawak</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>4.</td>
<td>Sabah</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>5.</td>
<td>Batu Maung</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>6.</td>
<td>Pahang</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Kelantan</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>14</td>
</tr>
</tbody>
</table>

Quality control of water means that the level of pH, temperature, salinity and DO was taken into measure for the monitoring of HAB outbreaks. While sampling water means that the water is taken for the identification of the harmful algal. In accordance to that, FRI Sabah mentioned that:

“...in order for the agency to check the quality control of water, we always monitor in terms of water samples” (Interviewee FRI Sabah)

And Sabah also mentioned about the procedure of water sampling:

“Take one-meter depth and 3-meters depth of sea water sample. We take on the two levels because if at the depth of 3 meters there are many more algal, meaning the event of algal bloom will last because of the algal from the bottom will rise. So, the period will be longer. If you look at the level of one-meter there is algal but at level 3-meters there is no algal, then possibility of the red tide will not be long.” (Interviewee FRI Sabah)
This is also discussed by the Kelantan where sampling of water was taken monthly at the specific place of HAB outbreaks. In the event of a HAB, sampling of water is increased 2 times and Gelang Patah also mentioned that they frequently do the water quality monitoring which is conducted at the beginning of the year from January to March 2 times a week. As for the subsequent months, monitoring is performed once a month or based on the case. Besides that, Batu Maung also mentioned that:

“If the breeders say there are red clumps, there is a possibility of red tide. So we will take a sample of water and a fish sample to determine whether it involves fish disease by sending the samples to a nearby biosecurity center. If the HAB occurs in the northern part, the water sample to identify the HAB will be sent to FRI Batu Maung, with a toxicity test.” (Interviewee FRI Batu Maung)

This highlights the facts that quality control of water or sampling is very important in the process of monitoring the HAB outbreaks. The sampling is likely to be done monthly so that if there are any changes or anomaly, the DOF will be able to give early warning to the fish breeders. This will help fish breeders from the loss by informing them about the situation earlier. Hence, this helps to identify suitable preventive measures and awareness programs, in which this strategy will be discussed in the next section.

As for prevention, it is more significant in Sabah and Kelantan as there have been many cases involving the public. Hence, both Sabah and Kelantan have tried various methods to prevent people from getting affected by the HAB effects. Kelantan has the initiative to put a signboard in various places and flyers to make sure that people are alert with the HAB outbreak. Whilst, Sabah mentioned in the interview that:

“If it comes to a dangerous level, information is given to the village head and breeders, and they will take action in the event of a HAB. We did it in stages. If the algal is localized, we will inform the head of the village only because we do not want the public to panic. People do not want to eat fish when they know it. After that, if the neighbouring area had already worsened in the outbreak, we will make a radio announcement...” (Interviewee FRI Sabah)

Kelantan has also taken initiative whereby a group fisherman around that area also actively help in the prevention of the HAB spread to the public. It is called as SUPER which is an acronym for Sukarelawan Perikanan. Their role is to spread information about any related events to the people residing in Kelantan specifically.

Thus, it appears that prevention measurement was involved only in places where most harmful algal bloom and harm the human health only. Other places like Johor Bahru are more inclined to handle the situation through the program that can help the fish breeders to be on standby as HAB outbreaks are unpredictable. Therefore, the next section will discuss on the findings of the awareness program that has been mentioned by the DOF.

As for the awareness program, Batu Maung has the most information as mentioned in the interview that they would conduct an awareness program for their fisheries assistants in each area involved so that they can spread the outbreak awareness to the fisherman and aquaculture breeders. This is evidenced by the quote below:

“Briefings are given to these fisheries assistants. Usually the fisheries assistant is close to the farmer because any business will refer to the FA such as a license or anything related. So, in the meantime this fisheries assistant can be for knowledge to breeders.” (Interviewee FRI Batu Maung)
Although there are diverse ways of prevention, clearly it is for the same purpose which is to help the public to be more aware of the HAB outbreaks and to be more alert during the occasion. The awareness program for the fisheries assistants is a good way to expose the fisherman and fish breeders to the situation and at the same time to be cautious for the upcoming HAB outbreaks.

From the interviews conducted with all the department of fisheries, three participants mentioned about the Standard of Operation (SOP) in dealing with the HAB outbreak. All of them agreed that they are using the same procedure which is the general procedure of dealing with any HAB events. In addition, Johor Bahru also mentioned that the SOP used is based on the natural occurrence occurring. In this respect, Batu Maung also mentioned about the SOP as below:

“If there is a case, the fishery department will go down the field. There is a SOP if it involves more than 4 or how many areas I do not remember, the new Department of Environment will come down.

If the case involves a single state only it involves the fishery department only and there is a SOP ...” (Interviewee FRI Batu Maung)

Whereas for the sampling method, Kelantan took not only the sample of water but also the shellfish in that area (refer appendix A for the type of sample by Kelantan). Sabah has also practised the same approach in which they took sample of shellfish from the market through the Department of Health.

Machinery Tools

Finally, machinery tools are another key finding in this study in analysing the samples. Machinery tools is defined as the work lab that are used to identify the harmful algal. The use of machinery tools was only mentioned by Pahang in which all the samples in the East Coast will be delivered to their lab for the identification of the HAB presence. It was later supported by the Kelantan in which they sent all the samples to the main lab ran by the unit called biosecurity on a monthly basis. According to Gelang Patah, Biosecurity Division which is under Johor Bahru also conducts periodic monitoring of livestock area around the Straits of Johor. Monitoring is conducted in terms of monitoring of HABs species and water quality parameters. The Gelang Patah only helps in terms of water quality monitoring.

Therefore, the lab work was not done in all the departments, rather it was centralized. As mentioned by Batu Maung, all the samples from the north region were done by Batu Maung whereas the samples from the East Coast area were done by Pahang. Sabah also has their own lab as they have their Red Tide unit in the department that only focuses on the HAB occurrence.

This paper focused on the exploration of management and mitigation of HAB outbreak and how the handling of HAB was done from the viewpoints of the government sector. The interviews were selected based on the HAB outbreaks that happen in that specific areas which involve Johor (FRI Gelang Patah and DOF Johor), Sabah, Kuantan, Kelantan, and Sarawak. These places were identified through the articles that have been published in local newspaper. The comparison was done to identify any differences or similarities in terms of the management and budget in which the cost estimated for the water sampling and monitoring of HAB done every month.

Similarly, all departments have the same monitoring process, in which they do the sampling every month, but they will most likely increase the number of sampling during the HAB outbreaks. The increase in the number of sampling is changed from monthly to fortnightly.
Furthermore, the general SOP is used, thus all departments are using the similar SOP for the HAB outbreaks. The cost estimated in the monitoring program should be revised to emphasize the need for better equipment and monitoring to help reduce the lost in the aquaculture industry in Malaysia. Plus, this cost estimated that has been revised can help with the budget for awareness and management of HAB outbreak throughout Malaysia.

In contrast, the prevention measures for publics are different according to each department. Particularly, the medium used to spread the information and awareness about the HAB is different for both SB and KN. SB is more discreet as they do not want the public to be in a panic mode whereas KN is more open where they publicly put a signboard to notify the publics about the HAB outbreaks. Other methods like flyers and radio depends on each department. Furthermore, the machinery tools such as lab work were done in a centralized manner, rather than individually.

Although the management and monitoring of HAB outbreaks are still new in Peninsular Malaysia compare to Sabah, there are experts who have been helping in terms of exploring the new species of HAB. Furthermore, due to HAB characteristics itself that is unpredicted, future research is needed in other areas such as the perception of business owners and fisherman about the issues of managing, controlling and monitoring the HAB outbreaks in Malaysia.

Acknowledgment

This research work is supported by the Project TRGS (RJ130000.7829.4L846) by High Ministry of Education Malaysia.

References


FINTECH AND BANKING INDUSTRY

Fia Dialysa
Management, Ekuitas Business School, Bandung, Indonesia
(E-mail: fdialysa@gmail.com)

Abstract:
New innovations that are incorporated in the world of technology and the internet make the world grow faster, including currently in Indonesia a popular business start-up related to fintech (financial technology). Financial technology provider which includes payment systems, market support, investment management and risk management, loans, financing and capital providers, and other financial services. In the other side, the objectives of Indonesian banking are to help implement national development in order to achieve equity, economic growth, and increase public welfare. Fintech offers products and services that are easier and faster than through an administrative process at the bank. Fintech can reach people who do not have access to the banking industry. Banking should have cooperated with fintech as a partner to grow together. Distortion is unavoidable, but can only be minimized. The purpose of this study is to determine the relationship between fintech and banking industry. The method used is descriptive qualitative. The data used is primary data. The result is banking should have cooperated with fintech as a partner to grow together. Basically, there are advantages and disadvantages of the bank and fintech itself. Although there have been rules of cooperation between banks and fintech actors in POJK/12/2018 concerning the implementation of digital banking services by commercial banks, they have not yet been specifically regulated. There must be regulations from the government that support in terms of innovation and collaboration between banks and fintech, so that both can play a role in national development.

Keywords: Fintech, Banking.

Introduction
There are new arrivals in the financial services industry, namely fintech (financial technology). With this newcomer, the existing banking industry must be willing to acknowledge the fact that the needs of public financial services can be better fulfilled. Fintech began to appear in the 21st century. Fintech, which is a combined word from financial technology, is an online platform that makes it easy for us to transact for any purpose. In general, fintech is an innovation in financial services that no longer needs to use paper money. In other words, the existence of fintech turns the currency into digital to be more efficient. (Kompas.com).

The Financial Services Authority (OJK) reports that there are currently 33 financial technology (fintech) companies peer to peer lending (P2P) and crowdfunding that are registered and licensed at the Financial Services Authority (OJK). According to the OJK, around 40% of the people in Indonesia still have no contact with the banks. In other words, this number has never opened any account at a national bank. However, on the other hand, almost all residents in the country already have smartphones. The following are data on the development of internet users in Indonesia for the period 1998-2017:
Indonesia has great potential to develop a digital economy, seen from internet users in Indonesia in 2017, it was quite high reaching 142 million people. Compared to internet users in 2016 amounting to 130 million people, it grew by 7.9 percent from the previous year and grew more than 600 percent in the last 10 years. This indicates that with the increasing number of internet users, Indonesians tend to do a lot of activities online. The following is data on credit growth and economic growth from 2006 to 2017:

In the 2016-2017 period Indonesian banking credit only grew by one digit. At the end of June 2017 it grew 7.75 percent to Rp. 4,991 trillion compared to June of the previous year. Whereas in 2016, bank lending was recorded to only grow 7.87 percent compared to the previous year. So the conclusion, the existence of fintech can indeed be a threat to conventional banks that have not followed the times, namely using technology into their financial systems. Banks as conventional financial institutions have a habit of operating, which may actually have expired and the presence of fintech presents a challenge for each financial institution to be able to improve their respective roles. Fintech will have a strategic role if it is able to collaborate with banks.

**Literature Review**

Financial Technology (Fintech) in Bank Indonesia regulation number 19/12/PBI/2017 is the use of financial system technology that produces new products, services, technology and business models and can impacted monetary stability, financial system stability, efficiency, smoothness, security and payment system reliability. Financial technology provider are includes payment systems, market support, investment management and risk management, loans, financing and capital providers, and other financial services.
to (Bank Indonesia, 2017) the rapid development of financial technology (fintech) in Indonesia can bring many benefits as follows: (1) for the community, encourage financial inclusion, providing alternative financial services, and reduce loan interest rates. (2) for the economy, accelerate the transmission of monetary policy, increase the speed of money supply and increase economic growth. Based on the Financial Services Authority policy (2016) the benefits of the existence of financial technology (fintech) are as follows: (1) encouraging the distribution of national financing is still not evenly distributed on 17,000 islands (2) encouraging the export capability of Micro, Small and Medium Enterprises (MSMEs) which are currently still low (3) increasing national financial inclusion (4) encouraging equal distribution of the welfare level of the population (5) helping to fulfill domestic financing needs that are still very large.

Each type of financial technology (fintech) has potential risks in accordance with its business processes (Financial Services Authority, 2016). Generally, the risks may arise from financial technology (fintech) companies in Indonesia are: (a) risk of fraud (fraud) (b) cybersecurity risk (c) market uncertainty risk (market risk). The following, describes several types of financial technology (fintech) with the risks of each type as follows: (1) payment, settlement and clearing (online payment). Financial technology (fintech) company which is engaged in digital payment activities that provide services in the form of payment of online transactions. In general, it is a virtual wallet equipped with various features to facilitate online transactions between consumers and business owners or between Business to Business (B2B) business actors. The existence of a company engaged in this digital payment has several risks in its activities, (Abyan, 2018) namely transaction failure occurred, but the funds have been debited; data theft when consumers make transactions through telecommunications networks when consumers use wifi facilities in public places and are used by cyber criminals and possible misuse of data by parties who have consumer financial data (2) peer to peer lending (P2P) and crowdfunding (financing). Financing and investment includes financial technology (fintech) companies that provide crowdfunding and peer to peer lending (P2P) services. The existence of a company engaged in financing and investment has several risks in its activities, namely in the payment process, consumer data (banking and personal) will be entered into the database of service providers and there is the opportunity for lost data by irresponsible parties; and foreign nationals can register themselves as investors, so if a dispute resolution effort occurs, it must pay attention to the provisions between countries and service providers properly (3) market aggregator (intermediary). This type of financial technology (fintech) can accommodate all transactions that require transaction services from various banking accounts through a single platform. The existence of a company engaged in this account aggregator has several risks in its activities, namely: (a) the platform encountered an error when the user used it (unable to log in) (b) if the company's software management is not managed properly, it can result in transactions not being updated properly (3) loss of consumer database after information is registered on the company platform (d) there are certain banks that cannot be accessed because the security system is constantly being updated and financial technology (fintech) companies must make adjustments (4) risk and investment management (financial consultant). Personal finance companies can help consumers from making good financial reports to the wise selection of funds. The existence of a company engaged in personal finance has several risks in its activities, namely: (a) opportunities for system hacking by someone who is irresponsible and causes confidential corporate financial reports to be spread to the public (b) the platform potential has errors and removes data that has been entered by consumers.

Types of Financial Technology (Fintech) According to (Bank Indonesia, 2017) financial technology (fintech) can be classified into four types, namely: (1) crowdfunding and peer to peer lending (P2P), this type is in the form of channeling funds to the community and can provide loans to communities that have not been reached by banks (2) market aggregator, this type of activity to collect financial data and presented to users (3) risk and investment
management, this type has a financial planner concept but is digital (4) payment, settlement and clearing, this type of payment such as e-wallet and payment gateway. The Financial Services Authority (OJK) classifies fintech in Indonesia into two categories (1) fintech 2.0 for digital financial services that operate financial institutions such as Mandiri Online from Bank Mandiri (2) fintech 3.0 for technology startups that have financial innovation products and services.

The distribution of fintech business in Indonesia, are:

![Fintech Business in Indonesia](image)

Figure 3: Fintech Business in Indonesia

In Law Article 1 Number 7 of 1992 concerning Banking, it is entirely amended in the Law of the Republic of Indonesia Article 1 Number 10 of 1998 concerning Banking, banks are business entities that collect funds from the public in the form of deposits and distribute them to the public in the form of loans and or other forms in order to improve the lives of the people at large. In articles 2 and 4 of Act Number 7 of 1992 as amended by Act Number 10 of 1998 stated the principles and objectives of banking in Indonesia, namely: (1) the principle of Indonesian banking in carrying out its business is based on economic democracy using the principle of prudence (2) Indonesian banking aims to support the implementation of national development in order to improve equity, economic growth, and national stability towards increasing the welfare of many people. According to (Ismail, 2016:4) banks are financial institutions whose main function is to collect funds from the public, channel funds to the public, and also provide services in the form of banking services. The main function, namely (Francis, 2014): (1) collect funds from the community (2) distributing funds to the community (3) banking services include money transfer services (transfer), transfer, collection of securities, clearing, Letter of Credit, collections, bank guarantees, and other services. Based on its function in the 1992 Banking Act Article 5 In terms of its working principle, the Indonesian banking system can be distinguished from: (1) conventional banks, namely public banks and rural credit banks that use "interest money" as a basis for their activities (2) sharia banks, namely commercial banks and people's credit banks whose activities are based on sharia, including the principle of "buying and selling", the principle of "profit sharing".

This part will explain about methodology research. The research method is basically a scientific way to obtain data with specific purposes and uses (Sugiyono, 2014). The method used is descriptive qualitative. Descriptive method is a method used to look for elements, characteristics, characteristics of a phenomenon. This method starts with collecting data, analyzing data and interpreting it. Descriptive methods in its implementation are carried out through: survey techniques, case studies, comparative studies, studies of time and motion, behavior analysis, and documentary analysis. Thus, qualitative descriptive research is only describing responses to situations or events, so as not to explain causal relationships or test hypotheses. Qualitative methods are called new methods because of their recent popularity. Qualitative methods are used to obtain deep and meaningful data, namely actual data and
definite data. The data source according to (Sugiyo, 2014) is the data source referred to in the research is the subject from which data can be obtained. The data used in this study are primary data. According to (Sugiyono, 2016), primary data is data obtained directly covering company documents in the form of history of company development, organizational structure and others related to research, in the form of interviews, polls from individuals or groups (people) or the results of observations of an object, event or test result (object). In other words, researchers need to collect data by answering research questions (survey methods) or research objects (observation methods). The advantages of primary data are data that better reflect the truth based on what is seen and heard directly by researchers so that the elements of lies from phenomenal sources can be avoided. The disadvantage of primary data is that it requires a relatively long time and the costs incurred are relatively large.

Discussion and Conclusion

Chairperson of the Financial Services Authority (OJK) Board of Commissioners, Wimboh Santoso encouraged the banking industry to develop financing technology (fintech). Because, fintech as part of technological development cannot be denied. Fintech offers products and services that are easier and faster than having an administrative process at the bank. Fintech can reach people who do not have access to the banking industry. This must be considered by the banking world. Banking should have cooperated with fintech as a partner to grow together. Technological developments that occur in the financial services sector also have a negative impact. However, this does not mean that Indonesia will then close itself to technological developments. Distortion is unavoidable, but can only be minimized, just focus on customer protection. Even if you search further, the target for fintech and the bank is actually different.

Financial technology can accommodate borrowers who have the capability to be funded, but have not been able to penetrate the bank's credit scoring. As well as financing parties who do not have a track record of obtaining credit from the bank. The party here means the community, including MSME owners, students, and so on. This funding clearly serves to increase national financial inclusion so that in the end, they are ready to borrow from the banking sector. So, in the end this proves that the banks and fintech actually have a great possibility to collaborate in building the Indonesian economy. Indonesian banking should think more about what steps are then taken to collaborate with Fintech. Even in 2016, a study of European management consultants Accenture recently discovered that 80% of banks in London see working with fintech startups as business opportunities.

The Financial Services Authority (OJK) officially released a regulation related to the existence of financial technology (fintech) companies in Indonesia. Through rule No. 77/POJK.01/2016, OJK issued a regulation regarding the implementation of information technology-based lending or known as P2P lending. P2P lending is an activity that brings together capital owners and those who need capital. Using a digital platform, those who need capital can apply for capital by fulfilling the conditions specified by the P2P lending service provider institutions. The service provider then determines the level of risk of the applicant who will determine the interest rate applied. On the other hand, the strengthening of recognition of fintech is an alarm for the banking industry. The emergence of P2P lending has the potential to disrupt loan interest income which is one of the bank's core businesses. The challenge is getting bigger considering that startups in Fintech are not just P2P lending. There are fintech that target mutual fund investment services, purchase insurance products, remittances, to wealth management.

Some things that can be done by the bank in order to continue to exist: (1) think like fintech. One reason why fintech startups look agile and relevant is their courage to innovate. They are not fixated by traditional thinking so that they are responsive to the dynamics that occur in consumers. This courage can actually be done by the bank (2) embrace new
Digital technology that continues to develop actually offers opportunities for use in the financial industry. So far, only fintech has been swift in using this new technology. In fact, banks can actually do it too (3) focus on engagement. The customer engagement with the bank proved to be of great benefit. Therefore, it is very important for banks to be able to establish these attachments. The bank actually has good capital for that, namely customer data. By conducting a more comprehensive data analysis, banks can find out the profile of each customer. Armed with this information, banks can offer more personalized banking products (4) safety first. Other capital owned by banks and not owned by fintech is high trust from consumers. This capital must be utilized by continuing to demonstrate competence in protecting customer data. Investments in the fraud detection system, for example, are things that banks can do to further increase that trust.

Bank Rakyat Indonesia (BRI) Finance Director Haru Koesmahargyo said in the face of fintech BRI would do two things. Within BRI will make innovations that will accelerate the operational process. One form of innovation is in the provision of credit, especially microcredit called BriSpot. In micro-credit disbursement it takes days. To exit, BRI focuses on creating a customer experience so that customers can access, make applications. BRI wants to give customer experience starting from opening an account to applying for credit. Everything is application based without having to go to the office. In the other side, PT. Bank Central Asia Tbk states that it does not close itself to collaboration with Fintech. BCA's Strategic Information Technology Executive Vice President, Hermawan Thendean, said that he had carried out various initiatives to collaborate with Fintech. One such initiative is the launch of the Application Program Interface (API). With this service, fintech and e-commerce players can connect with BCA banking services. In terms of financing, BCA has also launched Central Capital Venture (CCV). This venture capital company was formed together with BCA Finance. through the venture capital company, BCA will invest Rp 200 billion in funds for fintech startups which are expected to help their financial services. The Institute for Development of Economics and Finance (Indef) researcher Bhima Yudhistira explained that the presence of fintech brought two sides (threats and opportunities) to the banking industry, namely the presence of fintech would cause banks to digitize and automate. This step will cut banking costs by around 30 percent. For the revenue side, it is expected to increase due to the presence of new innovative products and innovative business models.

In addition, explained (Hadah, 2017), fintech also carries other threats, namely innovative competitor products and increased operational risk. Reporting from Techinasia, here are the benefits felt by market participants if investing in fintech: (1) customer acquisition. Collaborating or investing in fintech allows banks to cut the acquisition costs. They can also offer their traditional services and products with higher margins (2) getting market differentiation. Consumers receive new and unusual messages, they tend to record them in memory. They will more easily recognize the advantages and image of innovation in all your products (3) obtain a lower risk. The bank continues to struggle to reduce the risk of loans, which is the main and most profitable service. Fintech startup allows banks to gather information about clients before offering loans to them. This can reduce risk to be lower, and this will help you know the financial status of consumers, how to communicate with them, what service options are right for them, and know the quality of your business as a whole (4) inspiration for best practices can be obtained from anywhere (5) get talented talent. You can get good individuals, but it's not easy to bring a team and entrepreneur. An entrepreneur wants to be independent and work for themselves, while the team inside is not formed because of their boss, but more because they have a common goal, spend time together, and share the same value. They don't need a plan or a series of training to become a team. Buying a startup is also an HR tactic on Google, Facebook and Yahoo (6) get knowledge and access to new industries. Not only banks, telecommunications companies and web giants are also interested in fintech startups. They have money, a strong customer base, and the desire to offer more products online to their clients. Now, the financial sector is a sweet spot for them. They don't buy banks, but are eager to buy startups (7) internal changes in the company.
Traditional conventional banks generally have several thousand or even tens of thousands of employees, most of whom work well and generate profits. There is no reason to fire them, but the HR department and management will have difficulty changing their way of thinking and seeing the new world. In this context, buying a startup seems like a blood transfusion to revive an aging body (8) get additional "bonuses". In acquiring a startup, the most important thing we have to look at is the people in it, their vision, and their products, regarding that value will come naturally. What we buy is the future, not their cash flow. If they are unique, then you have to invest in it. This collaborative model benefits both parties. For fintech, they get access to a variety of important growth levers: customers, distribution, data, capital, experience, licenses, trusted brands, and the ability to scale far faster. For older players, this means getting access to new ideas, solutions, capabilities, knowledge, and investment opportunities that are owned by new players who usually focus on specific problems or opportunities and have a much lower cost structure. This ultimately allowed the defense to become more agile, provide strategic choices, by embracing helpful fintech innovators. The advantages and disadvantages of banks and fintech such as:

Table 1: The Advantages and Disadvantages of Banks and Fintech

<table>
<thead>
<tr>
<th>BANK</th>
<th>FINTECH</th>
</tr>
</thead>
<tbody>
<tr>
<td>(+)</td>
<td>(+)</td>
</tr>
<tr>
<td>- Has a license to move funds from one bank to another or from one account to another</td>
<td>- Offering convenience, attractive features, low cost</td>
</tr>
<tr>
<td>- Reliable in mitigating risks</td>
<td>- Flexible and innovative in making products</td>
</tr>
<tr>
<td>- Experienced in security system procedures</td>
<td>- Services in accordance with the needs, especially of the younger generation who want an easy, unique and simple journey</td>
</tr>
<tr>
<td>- Less able to meet consumer needs where everything is done online and smartphones that have become part of lifestyle</td>
<td>- Pressing operational costs</td>
</tr>
<tr>
<td>- Long process of replacing/presenting services</td>
<td>- A computer or smartphone that is connected to the internet is needed to access financial technology services</td>
</tr>
<tr>
<td>(-)</td>
<td>(-)</td>
</tr>
<tr>
<td>- Reliability in mitigating risks</td>
<td>- Prone to fraud</td>
</tr>
<tr>
<td>- Higher interest costs. Generally fintech services rely mostly on traditional finance in channeling loans. This can add to the costs incurred by consumers.</td>
<td></td>
</tr>
</tbody>
</table>

The conclusions are, fintech as part of technological development cannot be denied. Fintech offers products and services that are far easier and faster than having to go through an administrative process at the bank. Fintech can reach people who do not have access to the banking industry. This must be considered by the banking world. Banking should have cooperated with fintech as a partner to grow together. Basically, there are advantages and disadvantages of the bank and fintech itself. Although there have been rules of cooperation between banks and fintech actors as stipulated in POJK/12/2018 concerning the implementation of digital banking services by commercial banks, they have not yet been specifically regulated. There must be regulations from the government that support in terms of innovation and collaboration between banks and fintech, so that both can play a role in national development.

References
https://www.koinworks.com
https://www.databoks.katadata.co.id
Merdeka.com
Law Article 1 Number 7 of 1992
https://www.bca.go.id
https://www.bri.go.id
https://www.mandiri.go.id
Kompas.com
Laws of the Republik Indonesia Number 10/1998 about Banking.
HAPPINESS AT WORKPLACE: JOB SATISFACTION AND ORGANIZATIONAL SUPPORT

Achmad Kosasih¹*, Abdul Basit²

¹ Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Tangerang, Indonesia
(E-mail: kosasih1957@gmail)
² Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Tangerang, Indonesia

Abstract:
Local Water Supply Utility (PDAM) is one of the Local Government Owned Enterprise (BUMD) that engaged in the distribution of clean water for the people. The management of clean water by the local government is mandated by the Indonesian constitution which is also regulated in PP No. 122 of 2015 concerning Drinking Water Supply Systems. In 2018, out of 391 PDAM in all of Indonesia, PDAM Tirta Kerta Raharja (TKR) in Tangerang Regency won the second best award at national level after PDAM Pakuan (Bogor City). In this study, happiness in the workplace is a very important issue since it can affect dedication and productivity of employees. Using quantitative and qualitative approaches, this study aims to explain the influence of job satisfaction and organizational support for happiness in workplace. The results of the study show that job satisfaction and organizational support significantly influence employee performance, which in turn increases employee happiness in workplace. In this research, the human resource factors are important in improving employee performance, especially in supporting optimal public services. Therefore, the development of human resources must be improved continually by company and local government so that public services for the people can implemented optimally.

Keywords: Happiness at workplace, job satisfaction, Local Water Supply Utility (PDAM)

Introduction

The environment of the organization or company always changes, one of which is marked by increasing competition (Chattopadhyay & Bhawsar, 2017; Gwaka, et al, 2017; Stucke, 2013). To be able to survive and grow, organizations or companies should be able to face challenges that come. Conversely, the inability to face challenges can lead the organization or company towards decline/destruction.

On the other hand, performance of organization or company also plays an important role in determining the success of company (Almatrooshi, Singh & Farouk, 2016; Kosasih, 2017, 2018; Vintila & Nenu, 2015). The measure performance of an organization or company also reflects how much the ability of organization or company utilize its human resources.

The importance of human resources then makes organization or company must be able to determine the goals of organization or company while also paying attention to achievement of the needs of its employees, especially the happiness at workplace (Anggraini, 2018; Gavin & Mason, 2004; Kasemsap, 2015). Therefore, happiness at workplace is an important issue in this study. Happy employees will work with dedication and totality, which in turn will have an impact on productivity (Fisher, 2010; Wulandari & Widyastuti, 2014).

As a Local Government Owned Enterprise (BUMD), PDAM TKR in Tangerang Regency must carry double responsibility: provide clean water to the people and generate profits. With this dual responsibility, optimal employee performance is a necessity that should be fulfilled (Arsid, et al., 2019; Kosasih, 2017, 2018). Optimal employee performance must also be able
to be maintained and improved while simultaneously proportional to employee happiness in workplace.

The performance of PDAM TKR in Tangerang Regency also continues to increase from time to time. One of the achievements of the PDAM TKR is getting a Fair Without Exception (WTP) opinion from 2011-2017. In 2018, out of 391 PDAM in all of Indonesia, PDAM TKR won the second best award at national level after PDAM Pakuan (Bogor City). The predicate is based on performance appraisal of indicator issued by the Agency for the Promotion of the Water Supply System (BPPSAM). This official assessment is also based on the performance evaluation report from the State Development Audit Agency (BPKP). This mean that PDAM TKR are considered healthy from aspects of finance, service, human resources, and company operations (www.tangerangnews.com).

Based on data from the Central Bureau of Statistics Republic of Indonesia (BPS), the total population in Tangerang Regency in 2018 was 3,050,929 people. PDAM TKR itself has served as many as 175,744 customers who can meet the needs of clean water for as many as 1,054,464 people (34.56%). PDAM TKR also optimistic that they can increase the number of customers to 270,000 customers in 2023 according to the Tangerang Regency Medium Term Development Plan (2019-2023), namely to meet the needs of clean water for as many as 60% of Tangerang Regency people.

The performance of PDAM TKR in Tangerang Regency also continues to increase from time to time. One of the achievements of the PDAM TKR is getting a Fair Without Exception (WTP) opinion from 2011-2017. In 2018, out of 391 PDAM in all of Indonesia, PDAM TKR won the second best award at national level after PDAM Pakuan (Bogor City). The predicate is based on performance appraisal of indicator issued by the Agency for the Promotion of the Water Supply System (BPPSAM). This official assessment is also based on the performance evaluation report from the State Development Audit Agency (BPKP). This mean that PDAM TKR are considered healthy from aspects of finance, service, human resources, and company operations (www.tangerangnews.com).

Based on data from the Central Bureau of Statistics Republic of Indonesia (BPS), the total population in Tangerang Regency in 2018 was 3,050,929 people. PDAM TKR itself has served as many as 175,744 customers who can meet the needs of clean water for as many as 1,054,464 people (34.56%). PDAM TKR also optimistic that they can increase the number of customers to 270,000 customers in 2023 according to the Tangerang Regency Medium Term Development Plan (2019-2023), namely to meet the needs of clean water for as many as 60% of Tangerang Regency people.

**Literature Review**

**Happiness at Workplace**

Everyone, including employees, always wants happiness in his life (Diener, 2000). Carr (2004) argues that happiness is related to the level of individual satisfaction in several domain of life: family, work, arrangement and affective experience. Vandenberhge (2011) states that work is one dimension in increasing happiness. Therefore, work plays a role both directly and indirectly in increasing individual happiness. The Great Place to Work Institute also state that work happiness is influenced by several aspects: trust in the work environment, self-respect in the workplace and comfort in the workplace (Fisher, 2010).
Job Satisfaction

In various literature that studies the behavior of individuals, groups and organizations, job satisfaction is one of the important factors in organization or company (Greenberg & Baron, 2011; Kreitner & Kinicki, 2012; Luthans, 2010). In addition, there are many other factors that are closely related to employee job satisfaction, such as challenges in work, the relationships with coworkers, good relations both with subordinates and superiors, work environment both physical and nonphysical, rewards, and so forth. In relation to happiness in the workplace, job satisfaction can also affect employee happiness at work (Wright & Bonnet, 2007; Wulandari & Widyastuti, 2014; Anggraini, 2018).

P1. Employee job satisfaction correlates with happiness at work

Job satisfaction can also affect employees' performance. That is, the level of employee job satisfaction can influence how an employee's dedication while working (Bakan, et al., 2014; Changgriawan, 2017; Hettiarachchi, 2014). The totality will ultimately improve the company performance both directly and indirectly.

P2. Employee job satisfaction can affect employee performance

To strive for employee job satisfaction, companies can provide organizational support to employees in various way, such as open promotion, fair wage system, training for employees, or involvement in making an important decision (Omollo, 2015; Njuguna & Muathe S.M.A., 2016; Saputro, 2015).

P3. Organizational support correlates with employee job satisfaction

Employee Performance

Performance is the willingness of individuals or groups of people to carry out an activity and complete it according to their responsibilities and with the expected results (Rivai, dkk, 2011). To improving company performance, employee performance also has relationships that influence each other with happiness in the workplace (Salas-Vallina, Rafael & Guerrero, 2018). A proportional feedback system needs to be created to improve employee performance so that it can be more optimal (Gregory & Levy, 2012; Mayfield & Mayfield, 2011; Omar, et al. 2016)

P4. Employee performance correlates with happiness at work

Organizational Support

Companies that can create a positive work environment will produce employees who are motivated and can enjoy the work, which in turn can affect their level of happiness (Haryono, 2012; Meena & Agarwal, 2014; Wijayanto, 2017). So, there is a positive correlation between organizational support to job satisfaction and between organizational support to happiness in the workplace.
P5. Organizational support correlates with happiness at work

In a study conducted by Haryono (2012), it was stated that employees need a conducive work environment to improve their performance. Without the support of a conducive work environment, employees will lose motivation. So, employees expect other benefits from the company, such as appreciation for work performance, career development, a harmonious working atmosphere, and managerial support (Permarupan, 2012; Omollo, 2015; Njuguna & Muathe S.M.A., 2016).

P6. Organizational support can affect employee performance

Discussion

Using quantitative and qualitative approaches this research is explanatory and uses survey methods and in-depth interviews. The sample of this study was 135 respondents.

<table>
<thead>
<tr>
<th>Working Period (Years)</th>
<th>Number of Employees</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 5 Years</td>
<td>66</td>
<td>16.26</td>
</tr>
<tr>
<td>6 – 10 Years</td>
<td>69</td>
<td>17.00</td>
</tr>
<tr>
<td>11 – 15 Years</td>
<td>79</td>
<td>19.46</td>
</tr>
<tr>
<td>16 – 20 Years</td>
<td>89</td>
<td>21.92</td>
</tr>
<tr>
<td>&gt; 20 Years</td>
<td>103</td>
<td>25.37</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>406</td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Based on the table above, the number of employees who have worked > 10 years is more dominant, starting from 11-15 years (79 employees), followed by 16-20 years (89 employees) and > 20 years (103 employees). This indirectly indicates PDAM TKR employees feel happy at workplace. The length of working period also shows that they can overcome boredom due to work routines and various types of challenging work (Hardiani, Rahardja & Yuniawan, 2017; Yagil, Luria & Gal, 2008).

<table>
<thead>
<tr>
<th>Rank</th>
<th>Employee Number of Employees</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>II/D</td>
<td>17</td>
<td>2</td>
</tr>
<tr>
<td>III/A</td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td>III/B</td>
<td>35</td>
<td>23</td>
</tr>
<tr>
<td>III/C</td>
<td>62</td>
<td>18</td>
</tr>
<tr>
<td>III/D</td>
<td>59</td>
<td>12</td>
</tr>
<tr>
<td>IV/A</td>
<td>54</td>
<td>7</td>
</tr>
<tr>
<td>IV/B</td>
<td>37</td>
<td>2</td>
</tr>
<tr>
<td>IV/C</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>322</td>
<td>84</td>
</tr>
</tbody>
</table>

The table above show that group III/C employees are the biggest, which are then followed by groups III/D and III/A. Interestingly, group III/C is the “rank group” with longest working period. This indirectly shows how their level of job satisfaction and how they are able to cope
with work routines and face various challenges. In this case, job satisfaction can be seen from four indicators: (1) response to work; (2) response to colleagues and superiors; (3) response to the work environment; (4) response to reward system (Greenberg & Baron, 2011; Kreitner & Kinicki, 2012; Luthans, 2010).

### Table 3. Results of Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>t</th>
<th>sig.</th>
<th>Adjusted R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Job satisfaction has significant relationship with happiness at workplace</td>
<td>5.542</td>
<td>.012</td>
<td>.745</td>
</tr>
<tr>
<td>H2 Job satisfaction has significant relationship with employee performance</td>
<td>6.011</td>
<td>.000</td>
<td>.671</td>
</tr>
<tr>
<td>H3 Job satisfaction has significant relationship with organizational support</td>
<td>3.964</td>
<td>.000</td>
<td>.523</td>
</tr>
<tr>
<td>H4 Employee performance has significant relationship with happiness at work</td>
<td>5.222</td>
<td>.000</td>
<td>.712</td>
</tr>
<tr>
<td>H5 Organizational support has significant relationship with happiness at workplace</td>
<td>4.331</td>
<td>.022</td>
<td>.531</td>
</tr>
<tr>
<td>H6 Organizational support has significant relationship with employee performance</td>
<td>3.201</td>
<td>.031</td>
<td>.350</td>
</tr>
</tbody>
</table>

Note: *p < 0.05, n = 135

Based on Table 3 the results that obtained are positive with a significance value of 0.0000 of all tested hypotheses. Only three hypotheses do not get a value of 0.000: H1, H5 and H6. However, the three hypotheses can still be said to be significant because p < 0.05. The three hypotheses are in the hypothesis related to happiness. That is, happiness in workplace does not only come from job satisfaction, organizational support, and employee performance, but can also be sourced from other variables not included in this study.

**H1. Job satisfaction has significant relationship with happiness at workplace**

Happiness in the workplace is an important issue in this research, because employees who are happy will work with dedication, which in turn will have impact on productivity (Fisher, 2010; Wulandari & Widastuti, 2014). Employees who work happily are employee who have positive feelings at all times, because they know how to manage work, improve performance, and feel satisfaction in working (Pryce-Jones, 2010).

**H2. Job satisfaction has significant relationship with employee performance**

The level of employee job satisfaction is also very influential on employee performance. The absence of job satisfaction will cause employee not to work as expected by the company. As result, employee performance becomes low and the company's goals will not be achieved optimally. Meanwhile, as Local Government Owned Enterprise (BUMD), PDAM TKR must carry double responsibility: generate profits and provide clean water to people in Tangerang Regency.

One important factor in job satisfaction is supportive work environment, especially in the relations between work colleagues and relationships with superiors. In working, employee are not just want to achieve achievements and material. More than that, employees often want to
make their work as a mean of affiliation or social interaction. This is encouraged to realize its humanity, especially to obtain the social status, appreciation, and self-actualization (Hoffman, Soglian & Ortiz, 2009). Another things that also needs to be considered is the availability of adequate health and worship facilities (Afifah & Tielung, 2014; Al-Omari & Okasheh, 2017; Pradhan & Jena, 2016).

**H3. Job satisfaction has significant relationship with organizational support**

Organizational support for employee can also affect the level of employee job satisfaction. In this study, the factors highlighted were the fair wage system and promotion policies. Fair promotion policies will provide an opportunities for employees to develop their personalities, responsibilities, and social status that they want to achieve. So, employee who perceive that promotion decisions are made in a fair way will feel job satisfaction (Noor, Khan & Naseem, 2015; Mustapha & Zakaria, 2013; Odeku, 2014; Saharuddin & Sulaiman, 2016).

**H4. Employee performance has significant relationship with happiness at work**

As a Local Government Owned Enterprise PDAM TKR must carry double responsibility: provide clean water to the people and generate profit so the company can survive and develop continuously. To answer this challenge, employee performance becomes an important thing. In various studies that have been conducted, it was found that the dimensions of performance appraisal conducted objectively can provide positive feedback, which in turn can improve the employee performance in company (Kosasih, 2018; Omollo, 2015; Saputro, 2015; Njuguna & Muathe S.M.A., 2016).

The crucial problem that is related to improving employee performance at PDAM TKR is uneven distribution of tasks and workload. This can be seen from the presence of employees who are very busy working with high workload, while there are employees who look relaxed and do not do any work. Another thing that also needs to be considered is responsiveness in handling complaints from customers. The issue of employee responsiveness of PDAM TKR was also raised in the research conducted by Arsid, et al. (2019).

**H5. Organizational support has significant relationship with happiness at workplace**

Happiness in the workplace also has a significant correlation with organizational support. In this research, one important dimension of organizational support is developing teamwork, especially work that requires cooperation and coordination (Al Salman and Hassan, 2014). Conversely, weakness of teamwork can lead to friction or conflict of interest which can make the workplace uncomfortable.

**H6. Organizational support has significant relationship with employee performance**

The form of organizational support that can be done to improve employee performance is by building a healthy and strong organizational culture. A healthy and strong organizational culture will trigger employees to think and behave according to values adopted by company. Conformity between the corporate culture and the value adopted by employees can create job
satisfaction which in turn it will improve employees performance (Pawirosumarto, Setyadi & Khumaedi, 2017; Kosasih, 2018).

Conclusion

In general, it can be stated that the happiness of PDAM TKR employees in the workplace is in the “good” category. This can be seen from the performance of PDAM TKR which has increased from time to time. As a company provides public services, the optimal performance achieved by PDAM TKR can be maintained while continuing to make various breakthroughs in the field of human resource management. The optimal performance that has been achieved must proportional to the happiness of employees at workplace. With employee performance that is always optimal, PDAM TKR can meet the needs of clean water for as many as 60% of Tangerang Regency people in 2023 as stated in Tangerang Regency RPJMD (2019-2023).

References


INFLUENCE OF MARITIME SECURITY ON INTERNATIONAL TRADE ACTIVITIES AMONG SEA COUNTRIES

Susan Tee Suan Chin¹, Rosman Md Yusoff ²

¹E-mail: tschin@mmu.edu.my

Abstract:
Maritime security is an important aspect to international trade. Almost 90% of trade uses the oceans. There are many challenges that prevail. One of the major challenge is piracy. Piracy has happened for quite some time and it affects the profits. Other major issues includes illegal trafficking of human, exotic pets and drugs. The lure of money blinds the eyes of traders. The supply chain of such activities unfortunately lies among the SEA countries. These illegal activities has given the countries a bad reputation and affects their credibility. More enforcement are needed to regain the confidence among investors.

Keywords: country, stability, growth, peace

Introduction

The international shipping industry is responsible for the transportation of around 90% of world trade. This shows shipping is the main life blood of the global economy. Without shipping, intercontinental trade, the bulk transport of raw materials, and the import/export of affordable food and manufactured goods would simply not be possible. South East Asia (SEA), one of the world’s most populous and economically vibrant sub-regions. The seas has played a pivotal role in shaping the history of these SEA countries and has charted the destiny of the countries and of the people. The significance of the seas to the development of societies and economies in the region is immense and impactful. The seas of the SEA region feature some of the world’s busiest and most strategic shipping routes serving much of the maritime trade between East Asia and South Asia, Persian Gulf, Africa, Europe and the Americas. They also provide a crucial intra-Asian link between SEA and major Asian economies such as India, China, Japan, South Korea and Taiwan, and with crucial oil-rich Gulf region. In the past few years there has been many issues happening in the water ways that influences the trading activities. Some of these issues includes piracy. The purpose of this paper is to review the issues that influences the international trade activities.

Literature review

Southeast Asia consists of eleven countries that reach from eastern India to China, and is generally divided into “mainland” and “island” zones (Andaya 2010). The mainland (Burma, Thailand, Laos, Cambodia, and Vietnam) is actually an extension of the Asian continent. Throughout history the oceans have been important to people around the world as a means of
transportation. Unlike a few decades ago, however, ships are now carrying goods rather than people. The people and nations of SEA have continued its proud history of maritime trade to this day. This is underlined by their dependence of maritime economic activities for their livelihood and for their economic expansion. Many people in the region obtain resources, earn a living off the seas and use them as a means of transport and recreation. The South China Sea bears geopolitical significance for many reasons including the fact that around one-third of global shipping and about 21 percent of global trade moves through it. China, Taiwan, Japan and South Korea all rely on the Strait of Malacca, which connects the South China Sea and the Pacific Ocean with the Indian Ocean, as the shortest and most economical passageway connecting these important bodies of water. Over 64 percent of China’s maritime trade transited the South China Sea in 2016 (Durkin 2017).

The volume of shipping through this strait, including one third of all the global petroleum products moving by sea, raises the specter of trade disruption were China or other great powers to assert control over this vital shipping route. Although the maritime industry and its customers could absorb higher costs of rerouting, long-term uncertainty around commercial use of the Strait of Malacca could create a ripple effect throughout existing global supply chains as the countries tied to the South China Sea are home to major global suppliers and production hubs.

A. Maritime Challenges

Stretching from the westernmost corner of Malaysia to the tip of Indonesia’s Bintan Island, the Malacca and Singapore straits serve as global shipping superhighways. Each year, more than 120,000 ships traverse these waterways, accounting for a third of the world’s marine commerce. Between 70% and 80% of all the oil imported by China and Japan transits the straits.

Southeast Asia was the location of 41% of the world’s pirate attacks between 1995 and 2013. The West Indian Ocean, which includes Somalia, accounted for just 28%, and the West African coast only 18% (Mccauley 2019). During those years, 136 seafarers were killed in Southeast Asian waters as a result of piracy — that’s twice the number in the Horn of Africa, where Somalia lies, and more than those deaths and the fatalities suffered in West Africa combined. According to a 2010 study by the One Earth Future Foundation, piracy drains between $7 billion and $12 billion dollars from the international economy each year. The Asian share of that represents buccaneering on a lavish scale, and it is becoming more ambitious. In recent months, well-armed and organized criminal groups have focused their efforts on the oil tankers that exit the narrow Malacca and Singapore straits and venture into the South China Sea.

Piracy remains one of the biggest crimes of this industry (MI News Network 2016). From causing immense financial loss to causing physical harm to crew members, piracy at sea is probably the most notorious marine crime and a major threat to maritime security. Piracy affects much less than 1% of 23,000 ships that pass through the Gulf of Aden and even less in the Indian Ocean (IET Sector Insights c2019). But the real cost of piracy is reflected in the need for fleet owners to pass on the extra fuel measured in tons per day required to divert
around terrorist / piracy areas. Terrorism at sea has emerged with even greater consequences. Piracy continues around the western edges of the Pacific Rim.

For entry of any ship into a nation’s marine boundary, the ship must seek permission from government of that nation. Sailing on that nation’s waters without a permission is a maritime crime and punishable in all countries. Unauthorised entries have become an issue. The right of access to ports is the corollary of a foreign flagged vessel to enter into the ports of another state known as port state control. While attempting to face the challenges of maritime security, the International Maritime Organization has put in place a Convention on maritime security (Abdulrazaq & Syed Abdul Kader 2012). The convention on maritime security is a unique convention in that it tries to suppress any unlawful act on board vessels and sustains /promotes commercial activities via the sea.

Sailing or fishing in unauthorized areas—presence of a ship in an unauthorized spot for any purpose whatsoever or fishing in areas not allotted for it is a marine crime and punishable by law. Not just that, crimes such as these can often lead to maritime accidents that can become massive very easily. This falls in the same category as unauthorised entries into territorial waters.

Due to quarantine reasons mainly, it is not legal for any ship to bring in exotic plants or animals into a nation without proper permission. Doing so is a punishable offense with punishment ranging from a fine to imprisonment in some cases. The illegal animal trade---which includes the trafficking of ivory, tiger parts, rhinoceros horn, shark fin, exotic birds, reptile skin, bushmeat and wildlife products is valued at least $10 billion and may be twice that (PETA 2019). The trade includes the sale of live animals for pets, rare butterflies for collectors, and animal parts for medicines or exotic garments or foods. It involves more than 350 million plant and animal specimens every year.

Malaysia is known to be a hub for wildlife trafficking and the illegal wildlife trade despite the existence of the Wildlife Conservation Act 2010 and Animal Welfare Act 2015. There are very few regulations in place making it difficult for people to purchase, acquire or keep exotic animals, especially when proper licences have been obtained (The Star 2018). Despite the high prices for these pets, some people do demand for such pets. Traders who are blinded by greed get involved in such activities. Documents are forged and fraud. In such situations, there could also be elements of bribery and corruption involved between the traders and the officers involved.

Drug trafficking— it is one of the most common types of maritime crime. Bringing in illicit drugs through a ship and their further distribution becomes a serious maritime crime (MI News Network 2016). The reasons are similar to the illegal trade of exotic pets, where is demand, there will be supply. Blinded by the amount of money at stake, the traders used fraudulent documents to ensure that their transaction goes unnoticed. Corruption and bribery will prevail. Immigration at check points have begun stricter controls. These actions affect the flow of trade. Checks and monitoring conducted slows trading activities. The flow of goods will be affected.

Illegal carrying of weapons and artillery— due to sensitive nature of these goods, only certain ships are authorized to carry arms and weapons even for transportation purposes (MI News Network 2016). Bringing in weapons on a ship not authorized to do so will make it a
punishable offense. Also, a ship which is not equipped to handle such materials may be highly prone to maritime accidents along with endangering lives of others around her. Pirates target such cargo as they need the ammunition for their activities.

Tax evasion— a white collar maritime crime, this is more common than what is told (MI News Network 2016). Cases of ship owners trying to evade taxes through false documentation or incorrect representation of cargo material have been increasing rapidly, posing a threat to maritime security.

Marine pollution is a serious issue and almost all countries have strict policies against ships discharging sewage or oil into their coastal waters (MI News Network 2016). To ensure that shipping is cleaner and greener, the International Maritime Organisation has adopted regulations to address the emission of air pollutants from ships and has adopted mandatory energy-efficiency measures to reduce emissions of greenhouse gases from international shipping (United Nations 2019). These include the landmark International Convention for the Prevention of Pollution from Ships of 1973, as modified by a 1978 Protocol (MARPOL), and the 1954 International Convention for the Prevention of Pollution of the Sea by Oil. There are growing concern over the toll taken on coastal fish stocks by long-distance fishing fleets and over the threat of pollution and wastes from transport ships and oil tankers carrying noxious cargoes that plied sea routes across the globe (International Maritime Organisation 2019). The hazard of pollution was ever present, threatening coastal resorts and all forms of ocean life. The navies of the maritime powers were competing to maintain a presence across the globe on the surface waters and even under the sea.

Human Trafficking and cases of stowaways are common in the maritime industry (MI News Network 2016). Travelling to a different country without the permissions from the respective country is a grave marine crime. Human trafficking is an estimated $150 billion industry, and one of the fastest-growing transnational criminal activities of the 21st century (Morris 2019). Human trafficking is the word used to describe people being forced to work against their will in inhumane conditions, for little or no pay. It’s also used to describe those held through coercion, fraud, force or the threat of force in the sex trade or in combat. Victims are often lured by false promises of decent work. Traffickers often take passports and money, and make threats against victims or their families if they try to escape. Consumers inadvertently participate in this tragedy when they buy or use something made by these captives. While in the past, people made their own clothes or knew the seamstress who sewed them, and maybe lived down the street, today, the vast majority of clothing is manufactured outside their country. Computer parts, too, come from all around the world. This means consumers literally do not see their products being made — or the conditions in which the producers work. According to the United Nations, more than 130 countries have been identified as transit or destination countries for human trafficking (New Straits Times 2019).

Discussion

Any form of trade (legal or illegal) arises when there are profits to be made for those involved (OECD 2012). Illegal trade arises particularly when the expected returns are greater than for trade carried out within the law. Illegal trade might emerge when demand exceeds the supply of legal products. The higher the demand, the higher the expected returns. In the case
for timber, where demand for timber exceeds the legal supply, traders often break the law by cutting more timber. The economic and environmental impacts of illegal trade can be sufficiently important to disrupt whole economies and ecosystems, undermining environmentally sustainable activities and reducing future options for the use of resources.

There can be spillover effects, with indirect consequences. In fragile states illegal trade can undermine the rule of law and can fuel armed conflict. Across many industries, illicit activities undermine sustainability, and support a range of illegitimate activities, since money from illegal trade is often reinvested in other criminal undertakings (WEF 2012). The illegal and unethical components of international commerce have an annual value in the hundreds of billions of dollars. They also cause significant environmental, social and political harm.

The drug trade generates large sums of money that then need to be dealt with in some way. Drug trafficking is a major contributor to illicit financial flows (EU 2016). Illicit financial flows may also result in more trade-based money laundering (Thanasegaran & Shanmugam 2007). Trade-based money laundering increases the risk of bank failures, takes control of economic policy away from the government, harms the country’s reputation, and exposes its people to drug trafficking, smuggling, and other criminal activity.

Nations cannot afford to have their reputations and financial institutions tarnished by an association with money laundering, especially in today’s global economy. The negative reputation that results from these activities diminishes legitimate global opportunities and sustainable growth while attracting international criminal organizations with undesirable reputations and short-term goals. Once a country’s financial reputation is damaged, reviving it is very difficult and requires significant government resources to rectify a problem that could be prevented with proper anti-money-laundering controls.

The shipping lanes off the coasts of the Horn of Africa, West Africa and in the Strait of Malacca between Malaysia and Indonesia are the veins and arteries of the globalised economy, where north and south, east and west, collide (Branigan 2013). The South-East Asian archipelago of Indonesia, Singapore and Malaysia, the narrow passes between islands are seeing far more piracy attacks per year than anywhere else. Unchallenged piracy is not only a menace to stability and security, but it also has the power to corrupt the regional and international economy (Dawson 2013).

Conclusion

Marine crime is as old as this industry itself. Depending on the times that it prevailed in, the nature of maritime crime has changed a lot over the years but its implications remain just as severe. Marine crime is not only a threat to entire maritime security of goods and people in the industry, but also gives major setbacks to the entire marine industry economically. Money laundering has a corrosive effect on a country’s economy, government, and social well-being. The criminal activities affects the country’s reputation and may affect investor’s confidence.
References (APA Sixth Edition)


Andaya, B.W. (2010) Introduction to South East Asia, Center for Global Education. Asia Society Organisation


IET Sector Insights (c2019) Global challenges in maritime security. The institution of engineering and technology


Mccauley, A. (2019) The most dangerous waters in the world. TIME LLC USA.


MI News Network (2016) 9 types of Maritime Crimes. Marine Insight

Morris, J.M. (2019) Human trafficking is a global epidemic. And we can all fight it. CNN Business Perspectives.


PETA (2019) Inside the exotic pet trade. People for the ethical treatment of animals


The Star (2018) Exposing the horrors of the exotic pet trade. The Star 24 Jan 2018


INFLUENCE OF PRODUCT STANDARD REQUIREMENT ON INTERNATIONAL TRADE PERFORMANCE

Susan Tee Suan Chin¹ Rosman Md Yusoff ²
¹E-mail: tscin@mmu.edu.my

Abstract:
Product standards aims to create a certain kind of quality which will be useful and beneficial for consumers. Higher standards would require all traders to comply. The compliance may act as a barrier and as a benefit to the consumers. Many food-based products do get contaminated. This is where certain monitoring are required. The purpose of this paper is to conceptualise the influence of standards and trade performance of products. Standards act like a double edged sword. It is a form of quality assurance to the customers. It also acts as a barriers for those who are not on par.

Keywords: productivity, markets, assurance

Introduction
Standards and technical regulations can encourage trade when they provide valuable information about product requirements or consumer preferences (Okun-Kozlowicki 2016). Product information informs the consumer on the item’s details such as ingredients, usage and precautionary measures. These information provides protection to the consumer. For example, expiry dates alerts consumers that the product may not be effective or fit and that it should not be used or consumed. Past expired products may be detrimental to the consumer’s health. Effective participation in the international standards arena has become a prerequisite for competitiveness in the global marketplace (Mallett 1999). If all traders effectively participate in ensuring the product quality, they become competitive. The international trade platform has gone a step higher as it now serves good products. However, at times these standards hinders the growth and progress of a company to go further in the international market. Some business traders argue that the standards are a form of a protectionism to enter certain markets. The purpose of this paper is to examine the issues of standards and their influence on trade performance.

Literature review
Trade has contributed to lifting hundreds of millions of people out of poverty (OECD 2019). Trade creates new opportunities for workers, consumers and firms around the globe. Workers gets a chance to work in multinational companies, while consumers gets a chance to use new products. Trade has delivered unprecedented access to goods and services, with a revolution in the availability of goods for the households. The World Trade Organization (WTO) agreements set out general rules for the design and implementation of product
standards (Maur & Shepherd c 2019). There are three broad groups of standards, based on the types of activities to which they apply, as defined by the International Organization for Standardization (ISO): product standards, process standards, and management systems. Standards is an example of a non-tariff measure (Denis 2017). Product standards have to do with the characteristics of goods or services, in particular with respect to aspects such as quality, safety, and fitness for purpose. Process standards apply to the conditions under which goods or services are produced, packaged, or refined. Management systems are often referred to as meta-standards; an example is the ISO 9000 series of quality standards. A well-functioning standards system will usually incorporate elements of all three groups of standards. In this paper, the standards for products will be discussed. Product standards that apply to everything from primary produce and agricultural products to sophisticated manufactured goods such as electrical equipment. Standards include mandatory standards (i.e. regulations), voluntary public standards (national and international) and voluntary private standards.

Mandatory standards (also referred to as technical regulations) must be met by firms as a matter of law, and penalties are set for nonconforming products. Compliance with voluntary standards remains a matter of commercial choice for individual firms. In practice, both types of standards exist side by side, although the bulk of standards-related activity in most countries now consists of voluntary standards. Mandatory standards tend to be mostly confined to core public health and consumer safety areas, such as requirements governing food and medicines. Given the coexistence of mandatory and voluntary standards, the responsibility for meeting those standards is increasingly shared between the public and private sectors. In most cases, standards are set up in a complex environment characterized by interplay between private and public interests and agents (Casella 2001).

Benefits

According to general product safety directive only safe products should be placed on the market (EC c 2019). Standards play an important role in facilitating international commerce (BSI 2018). They provide for interoperability, reduce transaction costs and provide a signal of quality to customers. International standards act as a major catalyst for trade – allowing companies to sell their goods and services across multiple markets without the need for adaptation. There are five main ways through which standards enhance trade:

- Standards provide a signal of quality to consumers and trade partners. They drive quality based competition, and improve transparency, allowing buyers and sellers to make optimal purchasing decisions.
- International standards create a common language for trading partners, enabling compatibility of products and services, lowering trade barriers and production costs, and supporting firms to trade across global supply chains.
- Standards have a catalytic effect on innovation, reducing time to market, promoting the global diffusion of innovative products and services.
- Standards lower barriers to trade, allowing companies to access a global customer base, offering opportunities for economies of scale and reducing production costs.
- Compatibility standards promote opportunities for firms to outsource and off-shore certain tasks, promoting efficiency and business optimization.
Standards are also beneficial to businesses. The benefits include:

- Improve business productivity and efficiency – by reductions in waste, improved risk management and better use of raw materials and energy
- Increase competitiveness – by enhancing the status of firms and demonstrating quality of products and services
- Access new markets – by lowering barriers to entry providing a foundation for competition based on product and service characteristics, such as quality
- Catalyse innovation – by access to information and technology and the diffusion of new knowledge
- Enhance supply chains – by promoting compatibility between products and processes and boosting confidence between suppliers and clients
- Optimise compliance with regulations – by helping meet health and safety, environmental and risk management requirements

**Costs**

Product standards in an importing country can sometimes represent an additional source of costs (Maskus, Otsuki, & Wilson 2005). Even though national standards may be legitimate, their multiplicity and diversity could mean duplication of market access costs. This may be inefficient from a global perspective. These effects can put foreign competitors at a disadvantage and generate— intentionally or not—a form of protection for domestic industries. A potential difficulty with this kind of coordination is the assumption that it is optimal for the same standard to be applied across a wide range of countries. In fact, however, different economic and social conditions may call for different standards. Compliance with product standards impose on manufacturers can be costly. New machinery may have to be purchased, or a new production process may have to be set up. All these adaptations are associated with increased fixed costs of production (including sunk ones), in the sense that they largely involve a one-off payment rather than a recurring expense. Adaptations to product standards can affect the level of variable production costs. Additional testing and certification procedures might be needed. These procedures also increase variable production costs (Maskus, Otsuki, & Wilson 2005).

Recent advances in the theory of international trade (Chaney 2008) suggest that higher variable costs primarily affect trade by reducing exports per firm among the small subset of firms that already exports to foreign markets. Higher fixed costs, by contrast, tend to force some firms out of export markets entirely, thus altering the range of products exported, or the set of foreign markets served, or both.

Standards affect the efficiency of the entire cycle of a technology-based economic activity (Tassey 2015). High technology industries rely on standards to perform a number of functions at all stages of the economic activity. Research and development needs to be efficient. At this stage, the research and development activity requires measurement and test methods, science and engineering data bases that allows accurate characterisation of the materials used as well as data formatting and classification framework which allows new technologies to be transferred to subsequent steps in the innovation stage. The production stage requires standards to monitor and control processes for quality and yield through such as equipment calibration and real-time machine performance monitoring and adjustment.
Production variety may be reduced to achieve acceptable price points. The innovation and subsequently market penetration stage requires product acceptance standards to reduce transaction costs that can become excessively when trying to buy or sell complex products as buyers assurance of adequate component and system performance before consummating purchases. Efficient integration of hardware and software component requires standardised interfaces to allow competition and hence maximum innovation at the component level, which, in turn, increases the productivity of the final technology system.

The worldwide diffusion of ISO 9000 potentially involves some trade-hindering elements; in particular, ISO 9000 adoption in host nations can lead to the curtailment of imports from other nations (Clougherty & Grajek 2010). Hanson (2005) noted that the worldwide diffusion of standards has been considered by some as a means by the EU to protect domestic competitors and reduce imports. ISO 9000 has been used in Europe as a standard against which to assess performance in government procurements and in setting minimum quality requirements for products that affect public safety.

In the case of manufacturing exports, rules of origin are the most common non-tariff measure applied by trading countries (El-Enbaby, Handy & Zaki 2015). Rules of origin refer to where the products were produced, and could be affected by trading quotas, anti-dumping actions, preferential agreements.

Discussion

Standards generally act as a barrier to developing country trade in agriculture, but have a catalytic effect in certain manufacturing sectors (Timmis 2017). Exporters are required to comply to these standards if they wish to enter that market, for example the European Union. Exporters are forced to comply if they wish to have the market access. From the producer’s point of view, there are two opposite forces at play in the short term: possible cost increases stemming from the need to adapt production processes and demonstrate conformity, and possible cost savings through the transmission of market-specific information that would otherwise be costly to obtain. Over the longer term, there is also potential for technological progress induced by standards.

At the industry level, standards may lead to a reorganization of firms and of the sector around more efficient production methods (Maertens & Swinnen 2009). Organisations may need to restructure their systems so that they can become more effective and efficient. Resources that are idle would have to be taken away or deployed.

Standards are an assurance to the public of the quality of the product that they have purchased, either for consumption or usage. Without proper standards recognition, consumers will be in doubt. This is important especially for electrical items. If the products do not meet the requirements, it could prove detrimental to the user. Damage may not be reversible.

Conclusion

Standards are integral to international trade, and trade is a critical component of achieving economic growth (Denis 2017). Standards build confidence in the quality and safety of traded products (especially those from developing countries) by proving that they adhere to
certain requirements, level the playing field on environmental issues, help protect consumers from harmful practices, and help small and medium enterprises compete internationally by spreading technology and best practices. However, there is a wide variety of business activities from food to electronics. For some industries, having standards is a good form of benchmarking and adherence. But for certain industries, each standard requires them to conduct test and this requires money. Bigger companies are able to manage the financial part, for smaller companies, these test creates a vacuum. The impact is greater for developing countries rather than developed countries.

References (APA Sixth Edition)

INSTITUTIONAL PERSPECTIVE TOWARDS THE ADOPTION OF ENVIRONMENTAL MANAGEMENT: A CONCEPTUAL FRAMEWORK

Avylin Roziana Mohd Ariffin
Faculty of Economics & Muamalat, Universiti Sains Islam Malaysia, Malaysia

Abstract:
Previous literatures have shown that the practice of Environmental Management Accounting (EMA) is underutilized and diverse, even among those firms which are regarded as being more environmentally-sensitive. This has led to the gap in the literature pertaining to what motivates firms to develop environment-related management accounting and what conditions facilitate the implementation. Further promotion is needed if it is to help the business to move towards sustainability. Therefore, this research is interested in extending the focus of EMA adoption among companies in Malaysia and understands the factors influencing them. Based on institutional framework perspective, this study attempts to look at how institutional isomorphism’s concept may explain organisational change, and in this context, the adoption of EMA. Three types of institutional isomorphism namely the coercive isomorphism, mimetic isomorphism and normative isomorphism are explained in this study to develop hypotheses related to the factors that might influence the adoption of EMA. This paper aims at providing a picture of the diffusion of EMA and an understanding of how it can further be promoted to help the country achieve a balance in its environmental and economic performance.

Keywords: Environmental Management Accounting, NIS, Institutional Theory

Introduction
Most EMA studies have focused on developed countries such as the United States, Australia and Japan (for example Burritt & Saka, 2006; Chang & Deegan, 2008; Deegan, 2003a; Gale, 2006a). Less developed countries are relatively distinctive as they have a larger residue of traditional cultures and modes of production, and their poverty renders them more dependent on external finance, ideologies and structural reforms, with lower institutional capacity to deliver change (Hopper, Tsamenyi & Wickramasinghe, 2009). Therefore, the findings on the adoption of management accounting systems and factors influencing the adoption in more developed countries might not be relevant in the context of developing countries. This situation signifies a critical need for EMA studies to be conducted in developing nations, especially as environmental issues are always associated with industrialization and economic growth (Xiaomei, 2004). Realizing the importance of EMA and the difference in the characteristics of the countries, and considering the lack of research on accounting for the environment in developing countries (Belal et al., 2013; Burritt, 2004), this study contributes to the extant EMA literature from this perspective.
Environmental Management Accounting

EMA terminology might have various definitions, but all these definitions are similar and focus more or less on the same thing, that is, EMA as a system that identifies, measures, traces and analyses environmental costs and physical environmental flows (Burritt & Saka, 2006; Gibson & Martin, 2004). Generally, EMA helps companies to go beyond the capability of their conventional management accounting system by uncovering, and then having a full measure of business’s environment-related costs and benefits, and to later integrate this information into day-to-day business decision making. The EMA method arises in response to the increasing concern for sustainability and the limitations of conventional management accounting systems in addressing this issue (Burritt, 2004; Gale, 2006a; Gale, 2006b; Jones, 2010). Thus, EMA is somewhat an extension to, rather than a different method of, Management Accounting, where it is a refined MA system that provides companies with their environmental performance information (Deegan, 2003a; Jasch, 2006). With its focus on accounting for the flows of natural resources such as energy, water and other materials, EMA draws together MA practices responsive to the trend of addressing environmental issues (Jasch, 2009). EMA is indeed significant in the implementation of environmental management through disclosure of environmental costs which were not previously known to companies. Gale’s (2006a and 2006b) case study applies the framework of UNDSD to one division of a Canadian paper mill company and reports that the use of the framework has revealed the real environmental cost, which is estimated to be at least twice what was currently reported. This study evidenced the inaccuracy of the conventional accounting system in calculating environmental costs. Chang and Deegan (2008) also conducted a case study to understand current accounting practice for managing and treating the environmental costs, but limited their scope to service organisations with a focus on the cost of energy, water and paper, and on the generation of solid wastes. The study shows that major environmental costs are obscured within the accounts, such as aggregated with “consumable materials” and “facility expenses”. Even so, EMA is not being prioritised by the participants, neglecting its potential usefulness. The study further delineates the barriers to EMA adoption and finds factors such as the absence of institutional pressures, low profile of accounting for environmental costs and management’s attitude to be impediments for such.

Institutional Perspective Framework

Neo-Institutional Sociology (NIS) Theory provides insights into the effect of the organisational field of an organisation on its environmental management and management accounting practices (Dayana, 2010); management perceptions are believed to be influenced by their social institutional contexts. Authors using this theory suggest that organisations also aim for political power and institutional legitimacy, rather than focusing solely on economic fitness (Bourma & van Der Veen, 2002). Institutional factors play an important role in initiating change in an organisation and encouraging the process of adoption of any particular technique. As organisations are social actors, they are subjected to institutional pressures within their institutional field, in which they will try to obtain legitimacy by conforming to the dominant practices within the field (DiMaggio & Powell, 1983). Business entities are bound in a network in which communication operates either directly or indirectly (Midgley, Morrison & Roberts, 1992). Thus, the development and diffusion of any innovations involve not only an
organisation but also a group of organisations with different roles which interact with each other.

From the institutional perspective, organisations interact within their organisational field in ways perceived as acceptable by various constituents in that environment. An organisational field is defined as "those organisations that, in the aggregate, constitute a recognized area of institutional life: key suppliers, resources and product customers, regulatory agencies, and other organisations that produce similar services or products (DiMaggio & Powell, 1991, p.64 - 65). All these institutions provide the “rules of the game”; firms are inclined to respond to the pressures and expectations exerted by them (Baughn, Bodie & McIntosh, 2007). The focus of institutional perspective is to answer the question of “why is there such homogeneity of organisational forms and practices?” rather than seeking to explain variation among organisations in structure and behaviour, as in other organisational theories. The answer to this question lies in the process called isomorphism (DiMaggio & Powell, 1983). Basically, isomorphism, which has been created from the sources of institutionalisation, is a constraining process that forces one unit in population to resemble other units in that population who face the same set of environmental conditions (DiMaggio & Powell, 1983, p. 149). According to Meyer and Rowan (1977), isomorphism has three crucial consequences: first, it incorporates elements which are legitimated externally rather than in terms of efficiency; second, it employs external or ceremonial assessment criteria to define the value of structural elements; and third, it depends on externally fixed institutions to reduce turbulence and maintain stability. As a result, institutional isomorphism promotes the success and survival of organisations (Meyer & Rowan, 1977). This indicates that the underlying drivers of institutionalisation arise mainly as a consequence of seeking legitimacy and isomorphism.

Institutional pressure basically shows how a company handles its coercive, normative and mimetic force. Coercive pressure comes from increased concern by the company’s stakeholders, such as the investors, the government and the general public. Organisations are also influenced by the actions of others who are deemed to be in the same industry. This is called a mimetic effect and its influence is high when organisations experience cognitive pressure as they try to behave in a way that is collectively accepted and internalised in the organisation field. For example, if an organisation perceives that similar members of organisations in the organisational field in which it currently operates are practicing sustainable innovation, the organisation will then be under cognitive pressure. For them not to be labelled as “laggards” or worst performers, mimicking may be their “safest” choice. (Qian & Burritt, 2008). Studies show that an imitation act does appear among companies within sectors with regards to the level and direction of environmental accounting (Campbell, 2003; Deegan & Gordon, 1996; Deegan & Rankin, 1996). It is believed that these companies experience similar threatening issues and therefore adopt similar responses. Additionally, rivalry exists within the industry domain, which puts peer pressure on a firm to follow certain practices (Hofer, Cantor & Dai, 2012).

However, despite increased awareness among the public and organisations themselves, the move to institutionalised environmental accounting is not yet occurring widely. Some researchers argue that this is due to the reluctance among accountants to move away from traditional attitudes and paradigms (Clarke & O’Neill, 2006); in order to better capture the environmental issues and to diffuse EMA, management accountants should be exposed to
environmental costs, and provided with the knowledge and skills of new techniques available to identify and calculate these costs. Such a scenario suggests that companies can also be affected by normative pressure.

The uptake of any new practices such as EMA is therefore inevitably influenced by social institutional elements and changes (Qian & Burritt, 2008). For example, Onishi et al. (2008) find that the rapid development of environmental accounting in Japan is due primarily to the pressure imposed by the government. Briefly, institutional factors have a high impact upon adoption and implementation of any new practice. Therefore coercive, mimetic and normative perspectives should be kept in mind when we are discussing diffusion of EMA. Therefore, the employment of NIS Theory is expected to complement the explanation of the diffusion of EMA from a social perspective. The research framework is depicted in Figure 3.1.

**Antecedents of adoption**

<table>
<thead>
<tr>
<th>Institutional factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coercive pressure</td>
</tr>
<tr>
<td>Mimetic pressure</td>
</tr>
<tr>
<td>Normative pressure</td>
</tr>
</tbody>
</table>

**Extent of adoption**

- EMA DIFFUSION
- ORGANISATIONAL INNOVATIVENESS (Number of innovation)
- ORGANISATIONAL INNOVATIVENESS

**Figure 3.1 The research framework**

As EMA is perceived as a new management accounting system, the diffusion viewpoint provides relevant guidance in exploring and explaining the adoption of practice within the industries. The diffusion of EMA in this study is represented both by the rate of adoption and organisational innovativeness.

**Conclusion**

Many studies have evidenced the importance of institutional influence on the diffusion of management accounting techniques (see for example, Bjornenak, 1997; Lapsley & Wright, 2004; Malmi, 1999), environmental management practices (Delmas, 2002; Delmas & Toffel, 2004; Ervin et al., 2013; Zhang et al., 2012; Zhu et al., 2012) and environmental reporting practice (Aerts & Cormier, 2009; Aerts, Cormier & Magnan, 2006; Azlan & Devi, 2008; Contrafatto, 2014; Islam & Deegan, 2008). Contrafatto (2014) suggests that institutionalization process begin with a phase of construction a common meaning, followed by practicalisation and later the reinforcement phase, in which organisation act in response to various pressures in each of these phases. The insights from Institutional Theory have provided researchers with an understanding of the interaction between the context of the organisation and the organisation’s
behaviour. This basically explains how individual organisations adopt various environmental management practices to respond to institutional pressures and why there appears to be variation in adoption rates (Delmas, 2002; Delmas & Toffel, 2004; Pondeville et al., 2013; Rodrigue et al., 2013). For example, market pressures resulting from the increased concern of consumers and suppliers about environmental issues have led companies to implement pro-environmental practices so that they can maintain their position in the market or penetrate a new market (Islam & Deegan, 2008; Simpson, 2012; Zhang et al., 2012). In terms of theoretical contribution, this study responds to calls for theoretically informed EMA research (Bouma & van der Veen, 2004; Burritt, 2004). In addition to that, this paper extends the context of the adoption in which EMA adoption is not solely defined as the rate of those who adopting or not adopting, but this paper also look at the influence of institutional pressures towards the organizational innovativeness. This has provided a new framework which was not addressed by previous research. Thus, the framework embraces a comprehensive consideration of organisations’ internal and external contexts, and thus this study has the potential to advance the understanding of the interaction between pressures for change and organisational behaviour, with specific relation to EMA.

References
Contrafatto, M. (2014). The institutionalization of social and environmental reporting: An
Italian narrative. Accounting, Organizations and Society, 39(6), 414-432.


Abstract:
Given the complexities associated with the realities of novice teachers in translating student-centred learning, this article serves as a small window to the struggles and challenges Islamic Education novice teachers faced in their classroom practice. Applying qualitative semi-structured interviews, ten Islamic Education novice teachers were chosen as informants by using purposive sampling. The findings uncover and examine key issues pertaining to the classroom experiences of Islamic Education novice teachers. This article concludes with a list of recommendations for the novice teachers and teacher preparation programs.

Keywords: Islamic Education novice teachers, student-centred learning, qualitative research

Introduction
Since the transition towards the fourth industrial revolution has been introduced, the education dynamic has rapidly advanced in order to cope with the rising changes in terms of automation and data exchange. This technological innovation brought a wave of accelerating pace of change, in which it can be accessed instantly and deliver greater impacts. In addressing the purpose of preparing current generation with the right skill set and knowledge, it is essential to ensure effective and immediate transformation of the delivery of education. Thus, the Malaysian education system is moving towards the ‘Teaching and Learning 4.0’ in order to be competitive and remain relevant with this transformation. Teachers need to be alert and getting ready to all the changes made in education’s field.

This transition includes the teaching and learning approaches for Islamic Education subject. The changes is vital as it has the responsibility in developing students’ dynamics to deal with 21st century education which requires complex thinking without neglecting the values of Islam. The 21st century integration and development in education has brought about a huge shift in Malaysia’s education system, through the introduction of Secondary School Standard Curriculum or in Malay, Kurikulum Standard Sekolah Menengah (KSSM) in 2017 and Primary School Standard Curriculum or Kurikulum Standard Sekolah Rendah (KSSR) which was implemented in 2011 to replace the old curriculum that was focusing too much on the content of the subjects. KSSM addresses teaching and learning strategies that should be learner-centred, collaborative, fun and emphasising the development of thinking skills and soft skills.
Hence, Islamic education that is still bounded by traditional approaches in teaching and learning, need to offset the teachers’ mindset on the usage of various teaching methods as well as empowering students in their learning.

However, in reality, not all teachers, particularly novice teachers in Islamic Education field, are able to translate what they have learned back in their respective programs and practicing it in school classrooms. The first five years of teaching experiences for novice teachers normally serve as a trial and error process. In light of emphasizing 21st century education, they are expected to be well equipped and conducted the teaching and learning process efficaciously as a new educator. As the recent graduates from teacher training programmes, their pedagogical theory-based knowledge that they have obtained is imperative in helping them addressing current education affairs.

Research showed that the applications of pedagogical content knowledge amongst novice teachers are moderate and need extra attention to enhance their skills. Previous research on novice teachers who were the products of a twinning programme conducted by Bahagian Pendidikan Guru (BPG) has indicated that they were unaware of the importance of teaching strategies in their career. They assumed that teaching strategies only act as a tool to teach and is not embodied in effective lesson procedure (A. Malik, Zakaria, Mohamed, & Sulaiman, 2015). Novice teachers in Malaysia were also reported encountering problems related to classroom and behavior management as well understanding their students. Even though they are able to establish an appropriate approach for controlling classes, learning environment plays a key factor to ascertain the needed strategies and approaches (Goh & Wong, 2014).

**Literature Review**

**Issues among novice teachers**

There is a volume of published studies that documented topics related to novice teachers. The following subjects are debated and concerned with novice teachers’ implementation of teaching and learning inside and outside the classroom, building their social relationships with colleagues or administrators, as well as administrative work to be done besides teaching (Fantilli & McDougall, 2009; Goh, 2013; Orgoványi-Gajdos, 2015; Oshrat-Fink, 2014). Several other studies identified setting up the classroom, preparing for the first week of school, curriculum expectation, salary and the maintenance of personal sanity as matters which considered the greatest difficulties for novice teachers (Britts, 1997; Ganser, 1999; Mandel, 2006).

Çakmak (2013) on his analysis, mentioned that novice teachers were grappled with: (1) lack of experiences and confidences, and unable to manage their classroom; (2) facing difficulties understanding the best way to teach and suit with their students; and (3) theoretically know how to evaluate students, but incapable to practice it in reality. On the other hand, in Finland, the obstacles affecting novice teachers’ sense of professional agency, the findings showed that novice teachers discerned many limitations in developing the pedagogical practices such as lack of facilities and time-consuming during preparation and planning (Eteläpelto, Vähäsantanen, & Hökkä, 2015). Saeedeh Shohani et. al (2014) mentioned that novice teachers have a low self-esteem and inferior, hence, rate their performance low due to their inability to control one or two problematic students.
Moreover, extensive research in various countries have revealed that novice teachers primarily need help solving practical and technical problems in their work, understanding the timetable, setting grades, dealing with group of children with great variation in knowledge and skills, as well as how applying pedagogical methods effectively (Cains & Brown, 1998). The inability of novice teachers to cope with their issues might lead to burnout and stress (Schwarzer & Hallum, 2008), attrition (Le Maistre & Pare, 2010) and even a negative outcome for their students (Midgley, Feldlaufer, & Eccles, 1989; Ross, 1992).

Student Centred learning

Student-centred approaches can be traced as active learning, which is one of the elements in the constructivist learning theory that attributed to Vygotsky (1978). By applying this kind of active type of approaches, teachers can train the students to master the sub-topics learned and accelerate the process of understanding the knowledge among themselves. Beyond enabling students be the consumer of knowledge and teachers as the transmitter of knowledge, teachers should shift their way to teach into letting students be able to produce a simple learning product at the end of the class. Critical exploration as another theory based on constructivism approaches, it challenges the traditional role of teachers as people who convey the knowledge (Hoidn, 2017). In line with current education pace, Islamic Education novice teachers are expected to switch their role from conventional into constructivist approach as it will automatically trigger their creativity to create better strategies in teaching.

Student-centred learning demands for applying methods that increase awareness of what is done and why it is done, foster higher order skills, activate prior knowledge and experience, help develop independent learning skills, provide multiple representations of the content and encourage students to take responsibility for their own learning. Thus, in applying the elements of student-centred learning, students are expected to be active and independent participants in their learning process, responsible and initiative to recognize their learning needs, finding sources of information to respond to their needs, building and presenting their knowledge based on their needs and sources. Within certain limits students can choose for themselves what they will learn.

Alternatively, it is the opposite to the traditional teacher-centred approaches. The outlook of teacher-centred has been stigmatized as knowledge can be directly poured into students’ brain, or spoon feeding. Therefore, students will passively learn, receive the knowledge and memorize the information from their teachers or textbooks.

From Islamic perspective, a teacher should change his or her teaching methods from time to time in order to obtain effective learning outcomes (Al-Ghazali, 1978). Al-Ghazali’s (1978) asserted that education is not merely a procedure whereby the teacher imparts knowledge that the students may or may not absorb, however, it is an interaction which influencing and benefiting teacher and students similarly by giving learners a practical use of their knowledge.

In this sense, all novice teachers, including Islamic Education novice teachers in Malaysia are expected to be well trained by their respective institutions and meet the demands of Education industry. Their roles were not restricted to teaching and learning, but nurturing students to prosper a balanced life as well, which coincides with the expectations of the Ministry of Education who envisage a holistic education. However, there are limited articles focusing on
Malaysian Islamic Education novice teachers. Thus, this study has been conducted to better understand the journey of Islamic Education novice teachers in applying the student-centred learning in their classroom teaching practice.

**Research Objectives**

The objectives of this research are:
1. To identify the application of student-centred learning in Islamic Education novice teachers’ classroom.
2. To identify issues and challenges Islamic Education novice teachers face in applying student-centred learning in classroom

**Research Methodology**

A qualitative research design was employed in this study resulting from author’s interest in examining Islamic Education novice teachers’ journey during their services as novice teachers in secondary schools. Qualitative research is a study on laying the purpose of interpreting an occurrence or phenomenon pertaining to the meanings researchers about to uncover (Denzin & Lincoln, 2005). Furthermore, Merriam and Tisdell also emphasize it as “understanding the meaning people have constructed” (Merriam & Tisdell, 2016, p. 15).

Semi-structured individual interviews were applied to ten Islamic Education novice teachers as a method for data collection. By doing so, the author has the opportunity to gain informants’ perspectives on their challenges of practicing student-centred learning during their early years of teaching, together with discovering unique findings from it. Flick (2014) claims that semi-structured interviews were a form of open-ended questions that were built as a framework to guide the interviewer on asking in-depth questions. This stand was also supported by Merriam and Tisdell (2016), which suggest that by providing interview protocols can be an easier alternative to gather feedbacks from informants.

Research sample recruited in this research chosen by using purposive sampling, in which it is used to determine the important criteria for selecting the research sample (Merriam & Tisdell, 2016). Therefore, the criteria for this study consisted of novice teachers who served less than five years of teaching Islamic Education in Malaysian secondary schools and they were selected from one state in four different zones (north, south, east coast and East Malaysia). In order to maintain informants’ personal confidentiality, each Islamic Education novice teachers (IENT) will be introduced with their pseudonym names.

**Findings and Discussion**

The data analysis discusses the qualitative data acquired via interviews with 10 Islamic Education teachers with one to three years of teaching experience. The data showed that informants realized the importance of student-centred learning. They seem have made some efforts in their classroom even though struggled to implement the learning approach in the classroom.
First Theme: Helping students take charge of their learning

An important facet of learning is developing in learners the capacity to accept increasingly more responsibility for their learning. Interviews with the novice teachers showed that they realize of their roles to support their students in learning process, by giving the more responsibility, enabling them to take risks and learn from their mistakes. For example, IENT Siti said;

Sometimes I worry when my students keep doing the same mistakes during their discussion and project-solving... but then I realize, that is how students learn, through a trial and error process... doing mistakes over and over...thus I help them to learn from their mistakes, correct the mistakes, know why the mistakes happen... I guide them to develop new ideas and link those with the previous information.

IENT Sarah also accepts the idea of sharing control and give students more responsibility in learning process. She mentioned that “students cannot become more responsible learners unless teachers give them more responsibility”. For her, students can learn many things from having choices and alternatives.

I give my students some say in their learning... for example, I give each of my students the choice between an in-class or a take-home exercise...if they choose to do a quiz after the lesson... I will happily to agree...

Even though she seems to feel comfortable with the notion of student-centred learning of sharing power in the learning process, she becomes concern when some students did feel discomfort when asked to take more control over their learning and assume responsibility for what and how they want to learn. In that scenario, she struggled to help her students.

Some students do feel discomfort, reluctant to participate or give ideas...so I tried my best to help them to feel comfortable in their new and more proactive roles...I let them to decide what to do by themselves, and I just guide them with the appropriate issues, giving suitable words and terms to the topic of discussion, helping them to solve certain problems...but of course to do this, I need to feel comfortable first with the idea of sharing responsibility.

Meanwhile, IENT Rahman mentioned that sharing power with his students over their learning was the most difficult teaching changes when moving to student-centred approach.

I have been conditioned by traditional teacher-centred approaches, have authority and control over the learning process and the classroom...So it was kind of uncomfortable when I tried to give away some of that power, such as let the students themselves to discuss the topic, or let them choose their own preference learning style...

The more control our students take, and the more choices we offer them, the greater will be their desire and willingness to engage in the learning process (Zull, 2002, p. 52). However, teachers’ concern about sharing power feel by most teachers because they do not know what will happen if students have too much control or if they make poor choices about their learning. This feeling raised by IENT Fatma;
I have to pick up the class and the lesson when students fail to take charge of their learning or make poor decisions about certain issues... that is the problem, I need to add time to develop new assignments and activities for them... normally asking them to write a summary for the topic.

The data from this study showed that in making the case for sharing power with students, teachers need to consider aspects such as what if the students do not want to make all of the choices or take more control of their learning. What if they see these actions give them more work and more responsibility, and they resist? In this situation, “teachers must go slowly” with the process (Weimer, 2002, p.29) because of the benefit. Thus, teachers need to increase students’ desire to take control of their learning by creating learning environments that are safe. Moreover, researchers have proven that having choices in what and how to learn improves the motivation and engagement of the students, by letting them work on things they are interested in learning (Deci & Ryan, 1991).

Second theme: Getting students started with student-centred learning approach

The data showed that the Islamic Education novice teachers understand the important of involving students in learning process as active learners, rather than passive recipient of knowledge. The novice teachers reported that they plan and implement student-centred learning activities in order to expose their students’ potential by the application of “inquiry-based approaches, independent learning, problem solving, higher order thinking skills and more”, as suggested by student-centred learning.

According to the notion of student-centred learning, students should be actively engaged in the learning process itself. Students are involved and expected to put their own commitment to learn with the help of their peers and under the guidance of the teacher. Ultimately, by actively engaging in learning process, they are more exposed to problem-solving skills, upgrading their communication skill, working in team and more to mention. This approach also creates an environment where students and teachers are partners in learning, share ideas openly and able to communicate honestly with one another. Moreover, well-prepared and capable teachers have the largest impact on student achievement.

What a surprise it is to students when a teacher adopts a student-centred learning practice. They often become very uncomfortable and even hostile toward the new roles and responsibilities they are being asked to take on. One of the reasons most probably because of these new roles do not, from their perspective, fit their ideas of what school should be like. The roles do not match the style of learning they recognize. Their major learning roles most often associated with traditional learning.

The data revealed informants’ journey to get students started with student-centred learning approach.

The easiest ways to get students started with the learning is to have them make some presentations in front of the class. They have to report their work on small group.  
(IENT Kamal).
When the students complete classroom presentation, I opened the floor to discuss... I let other students to question, disagree, or suggest alternatives to their friends.... to the presenter... (IENT Farah).

Kamal and Farah seem to encourage their students to initiate with student-centred learning by actively participating with classroom activities. For them, “small group work” and “classroom presentations” will lead students to better engagement with the lesson discussed, which will result in greater learning.

IENT Shukri and IENT Sarah explained how they helps students to set goals by working together in groups, and ensure they know how to use all available learning resources.

I guided them to create an I-think map on their own and do a gallery walk. Since my class was held at the musolla, my students were cooperating well.

I applied lots of activities in class, such as hot seats, dragon ball, musical chairs etc. It can be seen that my students are less sleepy during my teaching and enthusiastic to learn.

The data showed that both Islamic education novice teachers employed methods and techniques that were featured in 21st Century Education. This 21st Century Learning has transformed the dynamics of education into technology-friendly, which has various methods that can be applied in teaching Islamic education and meets the latest needs. Learners who are directly involved in their learning are expected to put their own commitment to learn along with the help of their peers and constantly under the guidance of the teacher. Ultimately, by actively engaging in the learning process, they are more exposed to problem-solving skills, upgrading their communication skill, working in team and more.

**Conclusion**

As the result of globalisation, novice teachers are envisaged to conduct their teaching and learning process into student-centred. Student-activating teaching is “an approach that stimulates students to construct knowledge by means of real life, realistic, practical and relevant assignments that requiring students’ active involvement to incorporate available information” (Struyven, Dochy, & Janssens, 2010, p. 44). Findings from this study on Islamic Education novice teachers supports other research findings that Islamic Education teachers have embraced the student-centred approaches in their teaching and learning. Abundance of scholars have reported that there were numerous student-centred teaching methodologies or techniques that have been practiced in Islamic pedagogy for centuries, such as cooperative learning, collaborative learning, scaffolding, group discussions, inquiry learning, learning by doing and more. This has abolished the thought that teaching Islamic education is influenced solely on conventional approach, perceived as the way of learning is limited to deductive thinking and memorisation (Miliani, 2012). This viewpoint showed Islamic Education teachers, including novice teachers have the awareness to reform their way of teaching and adopt a new teaching.

**Recommendations**
Data from this study can contribute to enhancing the quality of teacher training program, particularly in improving the Islamic education teacher training curriculum design.

Therefore, the data suggests few recommendations such as:

1. The need for pre-service programs to be enhanced to include increased exposure to practical teaching tasks that prove most difficult and challenging issues for teachers at the beginning of their career.

2. Student-teachers should be more exposed with general pedagogical knowledge including general psychology and pedagogy knowledge, learning and teaching approaches, learning environment, classroom management, student assessment etc.

3. Pedagogical competencies amongst Islamic Education novice teachers should be emphasized by adding more exposure on the application of student-centred learning during the teacher training programme.

4. Generic skills amongst student-teachers should be integrated with either existing or separate courses during teacher training.

5. More attention should be given to problem solving skills during preservice teacher training.

References


LAND E-MUTATION SYSTEM IN BANGLADESH: AN EXPLORATORY STUDY OF A2I (ACCESS TO INFORMATION) PROGRAM

Abu Naser Mohammad Saif 1, Md. Sohel Hawlader 2

1Assistant Professor, Department of Management Information Systems, Faculty of Business Studies
University of Dhaka
(E-mail: saif@du.ac.bd), Tel: +8801717686005
2Graduate Research Internee, Department of Management Information Systems, Faculty of Business Studies
University of Dhaka

Abstract:
This exploratory study focuses on the activities of A2I (Access to Information), specifically on the land e-Mutation system in Bangladesh. For this, a baseline study had been conducted in Pabna and Sirajganj districts to evaluate the existing land mutation process. From this baseline study, it is seen that current land mutation process is costly and time consuming. Hence, it is imperative to automate the land mutation process to provide hassle free services to the citizens and it is also necessary to make awareness among the people regarding land e-Mutation process to reduce the access of different brokers. Creating automation in land mutation process will save time of the service provider as well as service recipients.

Keywords: e-Mutation; baseline study; Bangladesh; A2I (Access to Information); Exploratory

Introduction
Bangladesh is a small country with huge population. Therefore, land management is very important for overall development of the country. Land mutation refers to the ownership of land. Updating the record of land and any type of change in that record is made through mutation. It is one of the most important tasks of Upazilla land office of Bangladesh government. The government has taken initiatives for managing land records with e-mutation systems by Access to Information (A2I). Access to Information (a2i), PMO (Prime Minister’s Office) is “Service @ Doorsteps” with the vision 2021 for establishing “Digital Bangladesh”.

For simplifying all the services, a2i is working since 2007. It’s a project of the Government of Bangladesh with the support of UNDP & USAID under the Prime Minister’s Office. A2i is mainly working for simplifying the government services for the citizens.

Bangladesh has a total landmass of around 1,47,570 square kilometres. The population of Bangladesh depends on land for their living, and monetary activities. So land management is a fundamental issue in the social and financial attributes of Bangladesh. Land mutation is one of the most significant services of government land office. But many people are facing lots of problems in getting these services. People need to spend more time, and give money to the middleman for land mutation. This study is conducted to introduce e-mutation in land mutation
system and make the service more people responsive. A2I has taken initiatives for improving the land mutation systems in Bangladesh. Mutation means ownership of land. Replacing, transferring or rewriting the name of the owner on the Records of Rights or Khatians is known as mutation. When this mutation process is done electronically, it is called e-Mutation of lands.

Under present procedure, people apply for land mutation in Upazilla land office. For getting mutation, people need to visit Upazilla land office for several times and need to give money to brokers. Sometimes proper information cannot be found due to absence of land records. Change in the ownership of land becomes difficult due to inappropriate land records and eventually it creates dispute between the buyer and seller. This study will enhance e-mutation awareness in sale and purchase of land.

Objectives of the Study
The specific objectives of the study are:
- To find out the current state of e-mutation through access to information (a2i)
- To draw recommendations on land e-mutation system in Bangladesh

Literature Review
Current research suggests that Bangladesh is highlighting on Information and Communication Technologies (ICTs), power and energy sector, agriculture and food processing, pharmaceuticals, leather and leather products, and jute and jute goods, sustainable blue economy, and establishing Economic Zones (EZs) etc. A set of policies along with a model for sustainable blue economy have been proposed (Jafrin, Saif, & Hossain, 2016). The adoption of ICTs in SMEs located in rural areas of Bangladesh was explored (Hoque et al., 2016). Citizens are benefited through different online services rendered by multiple organizations. Rahman et al. (2017) exposed the service quality of online bill payment system and introduced an extended SERVQUAL model named SERVQUAL-Butterfly model.

For better understanding about existing land mutation process, this study has reviewed some other land mutation related literary work. There is not enough work done before in this particular context in Bangladesh. The record of land ownership is insufficient and incomplete. Inadequate and improper land records increase dispute and security problem of land tenure and land transfer (Nahrin et. al, 2009). Present land laws, land administration and land management in Bangladesh are not only full of intricacy, procedural difficulties and mismanagement but also not accessible and responsive to the interest of the common people of our country. Furthermore, the present mechanism to settle land related disputes is not time saving, cost effective, and peaceful (Islam et. al, 2015). Problems of present procedure and benefit of automated land registration and record systems have been identified (Islam et. al, 2015). In the existing procedure, the land records stored in the Tehsil office are not properly checked to determine whether the seller is the real owner of the land, if checked it takes long time. Getting information from the volumes of registers is very difficult. The database will contain all the information of the buyer and seller, the particulars of the land (lot number, JL number, name of Mouza), the mode by which the seller became the owner of the plot (i.e., purchase, inheritance, etc.), the classification of land, area of land, boundary demarcation, the value at which the land is being transferred, tax etc. (Khan et. al, 2009). In their paper, (Khan et. al, 2009) explores the problems related to the current system, and offers an IT-based option, that would be simple in
implementation, yet effective and efficient. In Bangladesh, land related services are given by multiple institutions. But there are numbers of institutional limitations in existing land administration and management. For services, recipients have to receive services from different offices. Hence, they need to spend more time, money, and numerous visits. A framework for ensuring both transparency and efficiency to the existing land management system has been designed (Choudhury et. al, 2011). Bangladesh is increasingly getting digitalized to keep up with the contemporary world. Unfortunately, we are yet to have a fully digitalized system of keep tracking of lands (Thakur et. al, 2018). The land management system of this country still suffers from outdated methods and technologies and yet too far away from the touch of modernization. Corruption, incompetence and lack of transparency have made the land management system of this country a slow process (Talukder et. al, 2014). For getting land mutation, people need to visit Upazilla land office and face numerous types of hazards. Sometimes it takes long time for getting land mutation and due to this people need to spend more money. Citizens of Bangladesh face harassment by brokers in land mutation (Islam, 2013). In Bangladesh, land management system still follows traditional method in providing land mutation process.

Methodology
The study followed a mixed research approach. Both qualitative and quantitative data were used to conduct this study. Survey method was used to gather the required data. Descriptive statistics was used to demonstrate the actual scenario regarding land e-Mutation. For baseline study, Pabna and Sirajganj regions were selected and visited. These regions were selected since much of lands from these two regions fall under the context of mutation procedure. Data were collected from primary sources. AC land office, Union Digital Centre (UDC) and Sub-registry office were visited. Authors developed leaflet providing all the necessary information about the online mutation process and sent it to 46 Upazilas of those two districts. Upazilas were selected randomly and representative sample size was included in selecting Upazilas. We divided the upazila between two groups: Control and Intervention. The methods we used here to conduct the survey are behavioral insights and Randomized Control Trial (RCT).

Data Analysis and Findings
A2i on Land Mutation
A2i has an ongoing project to simplify the land mutation process through behavioral insight technique and e-mutation process. It was sought to identify the problems of land mutation process and provides both the intervention and the alternative solution to the existing problems.
Piloting Two Districts: Pabna and Sirajganj

Comparison on off-line and e-mutation between two upazilla for study

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sirajganj Sadar</td>
<td>86</td>
<td>22</td>
<td>20%</td>
<td>80</td>
<td>14</td>
<td>15%</td>
</tr>
<tr>
<td>2</td>
<td>Pabna, Chatmohor</td>
<td>0</td>
<td>249</td>
<td>100%</td>
<td>0</td>
<td>304</td>
<td>100%</td>
</tr>
</tbody>
</table>

Fig. 2. Time Required for Completing the Mutation Process (in days)
Figure 2 depicts the total time required to complete the land mutation process. According to the figure, a significant number of service recipients (43%) opined that to complete land mutation process it required 36 to 45 days and 25% to complete land mutation process it required 26 to 35 days. On the other hand, 19% of the informants exposed it took 25 days for land mutation process while 13% mentioned that it needed more than 45 days.

The above figure shows the total cost to complete the whole land mutation process. 57% service recipients mentioned that they required taka 1300. This cost includes visit cost, process cost and court fees. 25% service recipients opined that taka 1301 to taka 1500 is needed for land mutation process. Depending on distance the amount of visit costs were different and court fees were same for all the respondents.

According to the above figure, it is seen that 40% service recipients cited that whole land mutation had been completed within two visits while 45% mentioned that it took three visits to complete the whole procedure. In contrast, rest of the respondents (15%) opined that it required more than four visits for land mutation process.
Figure 5 provides the information about average time, costs, and number of visit required in land mutation process. A service recipient spent average 39 days in Upazilla land office for land mutation application process, hearing and receiving DCR. Similarly, average cost required BDT 1270 for mutation purpose including government fee 1150, court fee 20 and others were travel cost. Usually for land mutation, it required 3 visits but here required average 4 visits.

The above figure shows the challenges in present land mutation procedure. About 67% informants opined that in present land mutation it was needed more time to complete the procedure whereas 59% service recipients mentioned about more cost in land mutation process. In contrast, 58% service recipients cited took several numbers of visits in land mutation process. On the other hand, 51% respondents exposed that it required more labor in land mutation process.
The above figure shows that majority of the respondents (75%) opined that online application would be more appropriate in mutation process as it saves time, costs, and number of visits of the service recipients. 16% service recipients cited that application through UDC would be more appropriate for land mutation while 7% opined that application from union land office would be easier for them.

**Findings of the Study**

- People do not know the procedure of mutation, or even the application process.
- Citizens’ knowledge about controlling authority of upazila land office is adequate.
- People do not know the amount of mutation fee.
- Employees of land office are colonial in their approach.
- There is lack of work force in Upazilla land office. On the other hand, the service providers do multiple activities and they are not specialized for specific land service sector.
- Time limit mentioned by the circular is not maintaining in most of the cases.
- Time limit is not sufficient for all offices. More time is needed to deliver the service, particularly for busy land offices.
- Land offices don’t have not sufficient funds, logistics and labor to implement the mutation process successfully.
- Absolute dominance of males in the mutation process. Most service providers and receivers are male.
- Service providers of land offices are educated, but service receivers’ level of education is not in satisfactory level.
- The majority of service-seeking people are farmers.
- Income level of service-seeking people is not high.

**Recommendations and Future Directions**

The study has some suggestions to overcome the hurdles and develop quality of service delivery by the study. Without legislative change that improves co-ordination between AC Land, Survey and Sub-Registry, these ideas could improve the citizen’s experience.
1. Publicity will increase for online application of e-Mutation through providing the leaflet
2. Guide people to online application at the point they receive certified deed
3. Provide e-mutation information in online Khotian request: splash screen at end of application; document with the provided Khotian
4. Set up a UDC within the land registration office
5. Encourage deed writers to also provide e-mutation application service
6. It would be helpful if proper training is provided to the service provider about land mutation.
7. Citizen friendly option/view should be generated/added to the portal
8. To reduce harassment, it is necessary to introduce complaint box in every land related office and there should be a mechanism to address and solve all the complaints with sincerity.

The present e-Mutation or land management system does not cover our whole land management systems in the country. We need to take proper steps regarding this system for the whole country. So, it necessary to develop image conversion from the paper based map to the digital map. Further research may be done to develop the whole central system for land management, provide a land account for every land owner.

Conclusion

Bangladesh is an agricultural country under huge population pressure and scarcity of land hence, it is essential to maintain proper record of the land and sound management of the land. Digitalizing land management system is a crucial need in Bangladesh as it still follows the ancient land management system and people face numerous problems in changing the ownership of the land. Land mutation is important for transfer of land, land revenue, fixation of title and possession. Finding revealed that people face many problems getting land mutation. Most of the cases they need to give money to the middle man. As existing mutation process is complex, it required more time, cost and number of visits. On the other hand, because of proper record of the land lead disputes in having ownership of the land and this dispute create other corruption. Automation of manual process is necessary to reduce error of the record, increase the transparent of the system and improve the speed of the work. It is also required for providing service to the people doorstep and makes the service more citizens responsive. Besides, it is generally assumed that automation reduce time, cost and number of visit. However, it is imperative to automate the land mutation process to provide hassle free service to the citizen and it is necessary to aware the people about land mutation service process to reduce the access of the broker. Creating automation in mutation process will save the time of the service provider and service recipients as well as it will reduce the cost and harassment of the service recipients.

References


LIVED EXPERIENCES OF GAY MALE TEACHERS

Prof. Avelino R. Bucad, Jr.¹

¹ Quezon Science High School, Quezon Province, Philippines
(Email: avelinobucadjr@gmail.com)

Abstract:
The study aims to describe the experiences encountered by gay male teachers in their teaching profession, school, and to the community. It sought to find out how these experiences affect the respondents’ classroom management-decision and content management. It also aims to find out the implication of the findings to various sectors and society. Phenomenological study was used as the research design to attain the meanings, structures, essences of the lived experiences of gay male teachers in Infanta and Real districts. Purposive sampling was used in which five (5) selected high school gay male teachers were chosen as research participants. Thematic analysis was employed after a series of interview among the respondents to gain analysis and interpretation of data that were categorized as: normal life, confirmation seeking, darkness, gender discrimination and longing for unconditional acceptance. It was found out that when it comes to classroom management-decision and content management, the participants considered “self-auditing” and being careful in certain areas by putting restriction. Hiding the real identity served as protection against social rejections. Furthermore, the findings have a great impact on knowledge and ignorance of sexuality and acceptance of others fairly and absence or lack of emphasis about sexuality in the curriculum.

Keywords: sociology, lived experiences, phenomenology

Introduction

Modern day teachers face a wide range of challenges in their classrooms. In addition to teaching content, they must manage behaviours, meet deadlines, and attend to the needs of all stakeholders within the community, simultaneously tackling the demands of standardized testing. For those teachers who are gay or perceived to be gay by their students and or colleagues, these challenges take a new meaning. While these teachers, address the challenges noted above, often they also contend with various stereotypes and misconceptions, which may alter their teaching behaviours in the classroom in terms of the content they teach and the effectiveness of their classroom management procedures. Chief among these stereotypes is that gay teachers wish to recruit students to their “team” and push the gay agenda in the classroom. If gay teachers perceived that their administrators, colleagues, and or students’ parents believe these stereotypes, they might fail to teach certain content on gay themes even if such content is appropriate for a given topic. This may result to an incomplete education for their students or, at minimum, an education that lacks nuance, completeness, and complexity.

Further, many people still hold onto the idea that gay people, especially men, are child molesters (Khayatt, 2007; Kissen, 2006). In today’s society, most teachers, male and female,
gay and straight alike, understand that it is unwise to be alone in a classroom with a student for any reason, but the added pressure on gay male teachers to adhere to this unspoken rule often leaks into other areas of classroom interaction. In fact, gay teachers report that they often suffer strained relationships with students because of their efforts to remain at arm’s length in order to avoid any speculation that they might be attracted to their students (Sanlo, 2009).

The distance created may affect not only teacher -student relationships, but could potentially affect a student’s academic performance. If the teacher is unwilling to offer one-on-one help where it is needed most because he fears how others might perceive such interaction, a student’s grade could suffer. In many cases, gay teachers must also decide whether or not to be open about their sexual orientation to students and to what degree of openness is comfortable for the faculty and students involved (Griffin, 2008). The issue of “degree of openness” is so prevalent, many gay teachers expend a significant amount of energy hoping to be perceived by students and colleagues as heterosexual. Even if this may have serious psychological ramifications for gay teachers and possibly lead to early burnout, the consequences gay teachers fear for being perceived as gay at school are often even more severe and threatening to them (Griffin, 2008). Indeed, all of these issues play out on a daily basis against the backdrop of gay teachers’ fears about being fired from their jobs because many school districts across the country have non-discrimination policies that do not include sexual orientation.

The experiences of oppression is damaging for who are oppressed. This study is significant to explore whether or not gay male teachers have experienced any form of oppression in school. There may be cultural nuances in the language and institutional forces in the setting of these people. This study is also important because there is no existing research about the experiences of gay teachers in Infanta and Real Districts. This examines not only the lived experiences of Gay male teachers in the areas mentioned, but it also explores the impact that this type of institution has on the multiple identities of this particular culture of men.

**Literature Review**

In this study, thematic organization was made through identified themes, variables or concepts which were the basis of packaging and presenting the emerging views. The resources are read and in the process identified relevant ideas or themes relevant to the current study. According to Sampa (2012) “it is the most comprehensive and scholarly. It is encouraged in formats like APA and its utilization is much easier and more systematic “(Sampa 2012 pp. 71 ). There are two sets of themes, one from literature and the other from studies. This is followed by a synthesis.

The themes that have been identified in the reviewed literature are: Gay Teachers, Role of Heterosexual Teachers, Principals, and Guidance Counselors, and Curriculum Issues

**Gay Teachers**

The group of adults at school who often feel the most pressure to help students expressing themselves are the same people who sometimes feel the most helpless, the gay teachers. Hence, gay and questioning students do not face issues of sexuality and harassment in public schools alone; gay and lesbian teachers join them as well. In a study conducted in the five counties: Jacksonville, Florida Baker, Clay, Duval, Nassau, and St. John’s; Sanlo (2009)
discusses the lives of sixteen (16) gay teachers who work in the public schools. All of her informants, twelve (12) female and four (4) male, were Caucasian, averaged thirty-nine (39) years of age, and taught for an average of fourteen (14) years at various school sites.

Based on earlier studies of gay educators (Griffin, 2008) Sanlo assumed that the teachers interviewed would be open about their sexualities and active within the gay community. From the very beginning of her study, however, “it became apparent that these assumptions did not apply to this set of participants, these gay and lesbian educators in northeast Florida” (Sanlo, 2009, p. 31). On the contrary, Sanlo discovered a group of professionals gripped by fear who lived in a culture of silence.

Kissen (2006) described the group of teachers as being “implicitly out.” These teachers told the truth about relationships without using lesbian or gay labels. This group of teachers did not mind being seen as gay or lesbian, but they chose not to verify any assumptions made by students or colleagues at school. Griffin (2008) describes this condition as the “glass closet.”

Lipkin (2004) and Rofes (2004) both believe that there are compelling reasons for gay teachers to come out to their students. Gay teachers may serve as powerful role models and counselors for gay and questioning students, they indicate to students that a school is “safe” for their freedom of sexual expression, and gay teachers often lead the way in school reform policies. Unfortunately, gay and lesbian teachers still live in fear of being accused of recruiting youth to the homosexual world, or worse, being branded a child molester (Lipkin, 2004).

**The Role of Heterosexual Teachers, Principals, and Guidance Counselors**

Gay teachers clearly face unique challenges in the classroom, but the majority of gay and lesbian students will not have a gay teacher. Therefore, all teachers must be prepared to meet the needs of GLBT youth. Following is what the literature says all teachers can and must do to grant gay students the same educational opportunities afforded to heterosexual students. The vital roles played by school administration, principals in particular, and guidance counselors are included in this section.

Mathison (2008) stresses the important role of teacher educators in pre-service teachers’ preparation to meet the needs of their future gay and lesbian students. She concludes that teacher educators must first recognize the need for pre-service teachers to be more knowledgeable about gay and lesbian students. Second, it is important for teacher educators to honestly acknowledge and confront their thoughts and feelings on homosexuality. Similar sentiments are found in Frieman, O’Hara, &Settel (2006) and in Taylor (2000) who all stress the importance of current and future teachers examining their feelings about homosexuality. These authors suggest that elementary school and middle school teachers reflect on their feelings in the following scenario: A little boy, perceived as effeminate by his peers, is teased to the brink of tears. Would those teachers feel equally comfortable comforting him as they would a little girl who is teased by her peers on the playground? In a similar self-reflection vein, Mathison (2008) believes that teacher educators need to consider the following questions:

(1) Do I assume that all my teacher education students and colleagues are heterosexual?, (2) Do I believe that it is appropriate for gay men and lesbians to become teachers?, (3) As I discuss, historians, philosophers, theorists, and
practitioners with teacher education students, do I ever identify individuals as homosexual in the same manner that I might mention ethnicity, gender, or other cultural attributes?, (4) Do the examples I use in class assume that everyone is heterosexual?, (5) Have I ever said anything in or out of class that would let the students know how I feel about homosexuality?, (6) If a teacher education student wanted to talk to someone about ways to better serve gay and lesbian children and adolescents in the classroom, would he or she feel comfortable coming to me?, and (7) If someone were to look at my course syllabi or any other aspect of my teaching activities, would that person see any evidence that preparing teachers to serve gay and lesbian students was important to me? (Mathison, 2008, p.154).

Teachers, undoubtedly, play a vital role in providing an open atmosphere within which gay and lesbian students may thrive. This atmosphere can be greatly affected, however, by the attitude of the school’s principal.

Sanelli & Perreault (2001) concluded that, “the principal’s actions and values affect overall climate, instructional procedures, and even the usually unstated theory of justice that prevails within a school” (p. 77).

**Curriculum Issues**

Including gay themes where they fit naturally in a school’s curriculum, such as the plight of homosexuals during the Holocaust or the role of lesbians during the Suffrage Movement; discussing current events, such as gay marriage or the Supreme Court’s recent deliberation and overturning of anti-sodomy laws in Texas; and disclosing personal information about famous gays and lesbians who have contributed mightily in American History, are three methods to expose all students to positive gay images. With a little extra effort, any teacher can find such information using the Internet as a resource.

Thornton (2003) offers some excellent examples on how all social studies teachers can achieve a seamless weaving of gay themes into their “normal” lesson plans. When teaching about individuals like Jane Addams, for example, students should know that she never married and “chose to spend her adult life among a community of women and had a long-time special relationship with one woman” (Thornton, 2003, p. 228). Even if the word “lesbian” never comes up in discussion, would it not be educational for students to think critically about Addams’ life and consider whether or not her many accomplishments are somehow diminished or enhanced by her personal choices?

Similarly, Thornton (2003) asks teachers to consider revealing to their students that Alexander the Great was gay and to “sensitively approach homosexuality in its cultural and temporal context.” Thornton continues, “such a perspective may lead students to rethink stereotypes of both warriors and homosexuals” (p. 229). And finally, the teaching of minorities’ struggles for civil rights throughout the 1950’s and 1960’s is common to most social studies curricula across the nation. Students learn about the hard fought struggles of African Americans, women, Latinos, and Native Americans, but rarely, if ever, are the struggles of gay Americans mentioned. As Thornton (2003) reminds us, “Such a unit [on civil rights] could be made more genuinely inclusive if it also included a lesson devoted to a turning
point in civil rights for gay people, such as the 1969 Stonewall riots in Greenwich Village, New York City” (p. 229).

**Literature on Masculinity**

Gay men are often stereotyped as effeminate-acting, limp-wristed, pansies that speak with a lisp in their voices. While this is admittedly an extreme characterization, there are people who actually believe this to be true. Those of us who are gay are fully aware of this stereotype and sometimes try diligently to mask any perceived effeminate characteristics that we may have so that we can appear more “manly.” Given this scenario, it is appropriate to discuss research that takes a closer look at masculinity. This discussion is particularly poignant given that several of the gay male teachers in this study believe that it is important to be perceived as a heterosexual, masculine man at work.

According to Gilbert and Gilbert (2008), “essentialist’s arguments hold the view that there is a core personality and character which defines masculinity, and which all men actually or potentially share” (p. 31). This essentialist viewpoint leads one to believe that all men are alike over time and space and therefore any behavior displayed by boys and men must indeed be natural. This essentialist view also assumes that any unexpected behavior rests outside the norm and is, therefore, abnormal or anomalous at best. This view is further sub-divided into two categories, psychic and biological.

Imms (2000), believes that a multiple masculinities approach yields a more complete understanding of male behaviors, and that it may successfully challenge the popularity of essentialist masculinity. According to this researcher, the multiple masculinities approach has several key characteristics. First, it is not reducible to one set of simple characteristics. Second, gender is socially constructed (Imms, 2000) and individuals do not automatically adopt one set of pre-determined gender roles. From this perspective, people continually negotiate and change their perceptions of gender throughout their lifetimes. Third, Imms (2000) believes that gender is a “relational construct.” In other words, boys and men do not create and perform their versions of masculinity totally outside of female influence and other men (p. 6). The idea of performance is critical here as Buchbinder (2008) and Imms (2000) believe that over the span of a lifetime and even within the span of a boy’s adolescent years, he tries out different forms of masculinity at home and at school. In fact, Gilbert & Gilbert (2008) discusses research conducted in England and in Sydney, Australia, that clearly indicates the existence of multiple male performances.

The first and most commonly discussed example of masculinity is the stereotypical hegemonic masculinity performed by a group of boys Mac and Ghaill (2004) called “Macho Lads.” These young men reject many of the school’s values and oppose authority in very open and direct ways. They joke around in class, often flaunt their superior sexual experience over conventional boys (at the high school level), drink, and swear in public as evidence of their independence. These boys often display their need to promote themselves and their worldview by putting down others, and they reject school for its focus on mental rather than manual work. Macho Lads often ridicule boys who engage in the learning process as weak and effeminate and often display both racist and sexist attitudes. Indeed, Mac an Ghaill (2006) found that Macho Lads “reject the school curriculum and regulations in favor of learning to be tough,
which for them involves fighting, fucking, and football” (p. 58). In Sydney, Walker (2000) called a similar group of boys “competitors” and “footballers” because “sport played a powerful role in their group identity based on the superiority of heterosexuality, of machismo demonstrated through athletic and sexual prowess, physical strength, drinking, and appropriate verbal display” (p. 39).

Bibliography


LIVED-EXPERIENCES OF MALES WITH OFW SPOUSES IN SELECTED BARANGAYS IN INFANTA, QUEZON, PHILIPPINES

Teresita Dacillo Ruanto

Northern Quezon College, Inc., Comon, Infanta, Quezon, Philippines

Abstract:

This study explored the experiences of males with overseas spouses. Specifically, it sought to answer the following questions: 1) what are the significant experiences of males with OFW spouses, 2) what meanings do males draw from their lived-experiences, 3) what joys and challenges do males went through and how do they manage them while fulfilling their responsibilities as single-household parents, 4) what are the implications of the study to the school’s student services as an integral part of the educational process. This study is qualitative using phenomenological approach. The criteria used by the researcher for selecting respondents of the study are as follows: 1) they are husbands whose wives are working overseas, willing to share their experiences and they were able to articulate their experiences. The methods used to gather experiences was through story-telling and in-depth interviews. The researcher also used an interview guide as a primary instrument to gather the narratives of the co-researchers. The interview and story-telling were conducted in Tagalog then translated into English. The researcher developed themes from the narratives: 1) great sense of responsibility, incapability and self-blaming, comfort seeking, insecurity, emptiness, and shining moments. The findings of the study were: the significant experiences of males with OFW spouses includes overwhelm by great sense of responsibility as single-household parent and shining moments. The meanings that males drew from their experiences signifies feeling of incapability and self-blaming, feeling of emptiness, feeling of insecurity and comfort seeking. The joys that males went through while fulfilling their responsibilities as single-household parent were when they experienced attending graduation of their children, family gathering, building homes and possession of material things that boost their lives. However, males faced the challenge of being away from their wives while fulfilling their responsibilities as a single-household parent.

The researcher concluded that the overall experiences of males are negative for it make them inadequate which often results to negative consequences that affect the wellness of the family and therefore, it does harm to the family. The researcher developed an eidetic insight based from the different themes. After exploring the experiences of males with OFW spouses, the researcher captured the imagery of a light. A home without light is dark and gloomy. Anyone inside that home will feel doubtful and startled. Whoever is inside will find ways to search for brightness. The absence of wife in a home is likened to non-existence of light. Their absence creates vacancy or empty space. The researcher concluded that the family should have an adequate preparation of being away from family member, the community should provide support system for the family of an OFW on issues like violence and concern of women and children. The school should be committed to providing a range of support service to the needs
of student’s life especially children of OFWs and should seek to contribute to overall student’s experience as an integral part of the educational process. Educators should provide trainings to OFW families who are facing the phenomenon of migration

**Keywords:** out-migration, migration, overseas worker, co-researcher, lived-experiences

---

**Introduction**

Migration of people is a relentless phenomenon. People have always spontaneously migrated all throughout history to other countries in search of alternative life. This spontaneous character of migration flows was altered by the impositions of colonial policies, which erected borders where there used to be none, or created multi-ethnic societies when “foreign groups” were recruited for specific purposes. Borders were once again redrawn at the time of independence. The delineation of national borders, and subsequently the emergence of migration and nationality policies defining the parameters of inclusion and exclusion, was part of the national project of the new independent states (Battistella & Asis, 2003).

This has led to the downplaying of centuries of migrations, trade relations, free movements, and various exchanges among peoples long before distinct nation-state came to be (Ibid).

**Kinds of Migration**

For most people, the decision to migrate was voluntary. However, many people were forced to migrate overseas against their will. Millions of Africans were forcefully uprooted from their homes to be sold as slaves. Thousands of Europeans were sent into exile as criminals and thousands of Asians and Pacific Islanders were kidnapped or tricked onto labour ships. People of every class joined in these migrations, but most of those who left voluntarily were poor. The poorest were unable to pay the cost of passage overseas, even in the open dormitories known as steerage. Governments in Australia, Brazil, and other under populated territories subsidized the immigration of European settlers, as did some railroad companies in the United States. The European government and charities subsidized the departure of other poor people, but many people had to travel on borrowed money. Some received funds from family and repaid this debt when they could, others have to borrow from strangers, who imposed hard conditions to ensure repayment. Many emigrating Chinese owed debts to private contractors whom they had to repay from salaries they earned overseas. Two million emigrants (mostly from Asia) ventured overseas under contracts of indenture that required them to work for several years in return for passage to a new place.

Europeans were the most likely to migrate in family units. African migrations reflected the proportions of the slave’s trade, about 50 women for every 100 men. But on virtually all migration routes, single men predominated. Some migration steams were nearly all male, such as the indentured Chinese migrations to Latin America and the men of many nationalities who flocked to the gold rushes in California between 1848 and 1850, Australia between 1851 and 1898. However, once they established themselves overseas, many men sent for their wives or fiancées. Others selected “picture brides” out of photographic albums of women eager to emigrate. Traditional ideas made it harder for women to emigrate. However, by insisting that
40 women must accompany every 100 men leaving India on indentured contracts for distant lands, British regulators greatly increased the opportunities for women to make new lives for themselves. Increasing the proportion of women also promoted family life among overseas labourers.

**African Migration**

The world’s first large-scale overseas migration was the forced movement of Africans into slavery in the Americas. Between 1750 and 1800 slavers took over 3.5 million people from Africa to various destinations in South America, the Caribbean, North America. Even though the United States, Britain, and some smaller European countries made the Atlantic slave trade illegal for their citizens at the beginning of the 1800s, over 3 million additional Africans were transported across the Atlantic between 1801 and 1867, mostly to Brazil and Cuba. Crowded conditions and deaths were far worse on Atlantic slave voyages than on other migration routes. British efforts to reduce crowding in the 1790s generally were not followed by other nations. Even after some countries made the slave trade illegal, enslaved Africans continued to cross the Atlantic in large numbers. Some slavers used faster ships to outrun patrols. Others divided human cargoes among several small ships so that no patrol could capture them all. This latter measure worsened overcrowding and sometimes increased mortality at sea. However, the fate of the tens of thousands of Africans that British patrols rescued from slave ships rarely included returning to their homes. Many of these liberated Africans had little choice but to sign on as indentured labourers on plantations in the Caribbean basin after slavery ended. Thus, little African emigration in this period was truly voluntary.

**European Emigration**

Voluntary European migration across the Atlantic soared as the African slave trade was brought to an end. Of the 50 million people who left Europe between 1815 and 1930, more than half went to the United States. Argentina, Brazil, and Canada also received numerous European immigrants. Nearly half of the emigrants came from the British Isles and other parts of Northern Europe. Another third were southern Europeans, while most of the rest came from central and eastern Europe.

Europeans emigrate to escape calamities, such as the failure of the potato crop in Ireland between 1845 and 1849, or to build better lives in lands where opportunities seemed greater. Wars spurred others to leave, as did social problems caused by the concentration of land ownership and by the spread of industrialization. As a result, even the passengers in steerage had more spacious accommodations than non-European emigrants. European migrants came from every social class. A few invested large sums of money in the growing industrialization of the United States. Others of moderate means were able to buy land with cheap price in places and opened them up for settlement. Immigrants were often able to preserve their language, religion and other customs by concentrating their settlement in the same parts of North America.

**Asian Migration**

Tens of millions of emigrants during this period were from East and South Asia. Asians who left home were much more likely to be bound by labour contracts, to travel great distances, and to work on plantations in tropical lands than Europeans were. The outward push
of misery was also much greater in the more densely populated and impoverished lands of 19th-century India and China than in Europe. Asians faced frequent famines, political conflicts and economic crises. These conditions led to a great deal of internal population movement, including much migration from rural areas to port cities. Only a fraction of the afflicted people went overseas, although the number of those who did was quite significant. The largest number of Indians who went overseas went to locations in and around the Indian Ocean. They went to sugar plantations on the southern African islands of Mauritius and in the British colony of Natal, to tea plantations in Ceylon (presently Sri Lanka), to rice plantations in Burma, to Malaya and as railroad builders in British East Africa. These shorter migrations were often by steamships. But more than 600,000 Indians went on much longer voyages on sailing vessels to work on sugar plantations of various European colonies in the Caribbean basin and to British Fiji in the South Pacific.

Some historians distinguish between labour migrants – mostly Asians – who went abroad only to work for a term and settlers – mostly Europeans – who end up remaining abroad permanently. However, the actual circumstances of migrants live often make such a distinction difficult. For instance, most Africans became settlers after slavery ended. Many Asians who left home with the intention of staying abroad only long enough to save up money to return home also eventually settled permanently overseas (Northrup, 2009).

Top Ten Migration Corridors: East Asia and the Pacific
1. China–Hong Kong SAR
2. China–the United States
3. The Philippines–the United States
4. Indonesia–Malaysia
5. Vietnam–the United States
6. Malaysia–Singapore
7. China–Japan
8. The Philippines–Saudi Arabia
9. China–Canada
10. China–Singapore

Source: Migration and Remittances Fact Book 2011, World Bank

Martin and Zurcher (2008) point out that perspective on the rising number of migrants can be framed by two extremes. At one extreme, organizations ranging from the Catholic Church to the World Bank have called for more migration, arguing that people should not be confined to their country of birth by national borders and that more migration would speed economic growth and development in both sending and receiving countries. At the other extreme, in virtually every industrialized country, organizations are demanding sharp reductions in immigration. (Migration in Perspective section, 5-6).

Most countries discouraged immigration- they do not welcome the arrival of foreigners who wish to settle and become naturalized citizens. Some also discourage emigration. This was the situation in communist nations as symbolized by the Berlin Wall, which was used to deter crossing from East to West Germany between 1961 and 1989. Today, North Korea continues to prevent its citizens from leaving the country.
At the other extreme, in virtually every industrialized country, organizations are demanding sharp reductions in immigration. In the United States, the Federation for American Reform (FAIR) argues that unskilled newcomers hurt low-skilled U.S. workers, have negative environmental effects, and threaten established U.S. cultural values. Political parties in many European countries have called for reducing immigration at one time or another. For example, during the 1995 French presidential campaign, the National Front in France proposed removing up to 3 million non-Europeans from France in order to reduce the number of Muslim residents (Martin & Zurcher, 2008).

The first step towards making migration manageable is to understand why people migrate. Most people do not want to cross national borders, and even though the number of migrants is at an all-time-high, international migration is still low relative to the 97 percent of the world’s residents who did not migrate. Furthermore, economic growth can turn emigration nations into destinations for migrants, as it did for Ireland, Italy, and Korea. The challenge is to manage migration by reducing the differences that encourage people to cross borders, while taking into account how investment and remittances can aid economic development and reduce migration pressures in the countries that migrants leave (Martin & Zurcher, 2008).

**Literature review**

This chapter presents reviewed literature and studies. Varied reviewed and explored sources were categorized in Geographical form: Foreign Literature and Local Literature and Foreign Studies and Local Studies which were substantially represented as reflected in the bibliography.

**Foreign Literature**

Humans have migrated since they evolved in east Africa 6 to 2 million years ago. Their original differentiation into ethnic groups appears to have been a result of isolated development of separate groups of people who migrated from the central points of origin. Even in the Stone Age, however, this isolation was not complete, for migrations resulted in a complicated pattern of blood relationships through widely separated groups. Subsequently, great ancient migrations included the spread of the Indo-European family of languages (Roman, Baltic Greek). According to a prevalent hypothesis, a large group of Indo-Europeans migrated from east-central Europe eastward toward the region of the Caspian Sea before 3000 B.C. Beginning shortly after 2000 B.C., the Indo-European people known as the Hittites crossed into Asia Minor from Europe through the Bosporus region, and at about the same time, the bulk of the Indo-Europeans in the Caspian Sea area turned southward. The ancestors of the Hindus went south eastward into Punjab, in north western India, and along the banks of the Indus and Ganges rivers. The Kassites (a tribe who occupied Babylon after it fell to the Hittites in 1595 B.C.) went into the south into Babylonia; the Mitanni of northern Mesopotamia went south westward into the valleys of the Tigris and Euphrates rivers and the other parts of the region between the Persian Gulf and the Mediterranean Sea known as the Fertile Crescent (Encarta 2009).

A migration of great diversity to western civilization was the invasion of Canaan (later known as Palestine) by the tribes of the Hebrew confederacy, which developed the ideas on which the Jewish, Christians and the Islamic religions are founded. From 15th to the 10th
century B.C., these nomadic Semitic tribes from Arabian Peninsula and the deserts southeast of the Jordan River moved into a settlement region that was alternately under the control of Egypt and Babylonia (Encyclopaedia Britannica 2009).

Until around 1700, the great majority of immigrants to the British American Colonies were English, Welsh or Scottish. Thereafter, as British government discouraged voluntary emigration, the ethnic composition of the population changed as groups and numbers of Germans, Swiss, French, Dutch Swedish and above all, Ulster Scotch-Irish migrants arrived. Britain continued to transport involuntary emigrants to the American colonies, including around 200,000 slaves from Africa and 30,000 British convicted felons. As ethnic groups tended to settle in particular areas and outside towns, there was comparatively little intermingling between them, the population of late colonial America very much resembled a mosaic (Overy, 2010).

In the 19th century following independence, immigration was on a comparatively small scale. But after the Napoleonic Wars in 1815, more Europeans started to immigrate to the United States thereby, beginning a mass migration that last for more than a century (World History. Times Books; 2010).

Large-scale migration progress after 1945 drew millions of Australians from Europe, more than half from countries other than Britain notably Italy and Greece. Since the dismantling of the white Australian policy in 1974 (which had been in place for over a century) several hundred thousand immigrants have arrived from Asia. A new consciousness has emerged among the indigenous people. Land rights and compensation for the “stolen generation” of aboriginal children forcibly taken from their parents before the early 1970s are key political issues. These questions will almost certainly be resolved equitably in politics that still provide themselves on being advanced social democracies where citizens can count on a “fair go” (www.collins.co.uk.on).

Local Literature

With land reform failing to take off and export-oriented growth lacking dynamism, a third Marcos program was initiated in mid-1970. The program became critical in addressing the problems of unemployment and generating income for a rapidly expanding population. A labour-export policy was implemented by Marcos to address the problems of unemployment and the balance-of payments position.

What was initially conceived as temporary relief, however, became a permanent institution that was upheld by the administrations that succeeded the dictatorship. This was because it had become so central to the survival of millions of Filipinos amidst generalized economic stagnation. Almost 6.3 million Filipinos have been deployed for overseas jobs from 1984 to 1995. According to Jorge Tigno, the total number of Filipino overseas is estimated at roughly 6.5 million, a figure that comprises almost 10% of the country’s total population. It is estimated that Filipino overseas migrant workers are approximately equivalent to as much as 15 percent of the Philippines’ 26 million labour force. In Metro Manila, out of every three households has a member who was abroad.

In economic terms, the impact of labour export was massive. Recorded remittances of overseas workers rose from $103,000 million in 1985 to 4.88 billion in 1995. By 2000,
workers’ remittances reached $6.9 billion, an increase attributable to the rise in the number of higher-paid workers such as caregivers, engineers and performing artists in an area formerly dominated by lower-skilled workers such as domestics and seamen. An International Labour Organization study in fact claimed that remittances could come to more than 20 percent of export earnings, and as much as 4 percent of gross domestic product (GDP). What overseas employment amounted to then was politically an absorber of energies that might otherwise have gone into radical or revolutionary solution and, in return an external employment mechanism in the absence of development. In fact, the economic function of labour-export went beyond employment; remittances from overseas workers became the key factor in propping up the peso after Asian financial crisis (Bello, 2009).

The country has a long and rich history of emigration spanning all of the 20th century and continuing on to the present. Colonial links to the United States created the first opportunities for labour migration even on small quotas for farm workers in Hawaii and California plantations. Larger migration followed, first by engineers and technicians for American bases in the Pacific after World War II and by doctors and nurses in the 1960’s following the liberalization of the US immigration law in 1965. The law allows for immigration of workers to fill occupations in excess demands and most importantly of close relatives of the early migrants under its provision for family reunification. The Middle East labour market opened in the mid-1970’s attracting thousands of Filipinos to work there. In the late 1980’s, the high performing economies of East Asia became a major destination as their labour market tightened with some reaching full employment. Subsequently, employment opportunities were found in other destinations though in much smaller scale so much so that at present, Filipinos are reported to be in some 190 destinations. Canada, Australia and New Zealand have also become important places of permanent settlement since the 1980’s. Additionally, international shipping has been an old steady and important employer of Filipino crewmen.

The Philippines deployed barbers, artists, contract personnel, and musicians to its Asian neighbours from 1950’s and 1960’s. They worked in the logging camps of Indonesian Borneo and became construction workers in Vietnam, Thailand, and Guam during the Indo-Chinese Wars. The 70’s through the 80’s saw the hiring of Filipino engineers and technicians in Iraq, Iran and Saudi Arabia and other countries in the Middle East. From 1984 to 1989, Saudi Arabia alone absorbed more than one million workers.

About 6 to 7.5 million Filipinos are working abroad. There are 36 million families affected by migration trends. This is half of the total population of the Philippines. In other words, at least a third of the total population will have a mother, a sister, an aunt, a daughter, or a son working abroad. Actual statistics of registered Overseas Employment Administration show a total of 831,643 in 1998; 837,020 in 1999; 841,628 in 2001; and 866,590 in 2001 (The Economist, 2001).

The profile of the Filipino overseas workers changed over the years. In the 70’s the overseas market opens its doors to blue-collar jobs because construction workers were in demand. In the 80’s, the trend shifted to professional, technical and service workers like nurses, hotel personnel, and other clerk. Meanwhile, the demand for Filipino seafarers continued to grow. To this day, Filipinos figure prominently in manning international fleets (http://www.Filipiniana.net/publication).
Remittances from overseas work help migrant families, even extended families, survive the Philippine crisis or even improve their lives and afford better food, send their children to school, buy educational plans, buy or improve houses, seek better health care and even private hospitalizations, buy health insurance, and enjoy rest and recreation (www.pinoy-abroad.net Philippine Migration Situation 2005).

Today, one of every 10 Filipinos is overseas, mostly migrant workers, including the non-documented. One out of ten Filipinos is dependent in some way on the earnings of a migrant worker, relative or kin. And nearly every Filipino has been touched or affected by the fact that the Philippines are a global nation (www.pinoy-abroad.net).

Foreign Studies

Husband abuse has been and continues to be a topic of controversy within the field of family violence although arguments persist over methodology prevalence, and ideology. This study analyses the narratives of 12 men who claimed to have been abused by their partners and compares their stories to the narratives and findings of past studies of wife abuse. In so doing, this study identifies that the accounts of the relationships of battered men and women follow similar patterns, including the structure of relationships, the acceptance of the abuse and the socialist context of the situation. This reinforces the findings of wife abuse research showing that abusive relationships display certain commonalities and reveals the necessity of future studies of battered males (Migliaccio & Todd, 2002).

In the study of Rashid (2004), immigration is a complex journey that brings loss, disappointments, and dissatisfactions in life. The losses are multiple and concomitant. They include the loss of self and one’s identity, the loss of family, culture, traditions, and a way of life. This research introduced the compound stressors that immigrant women experience in their day to day lives. The predominant stressor that surfaced was severe loneliness. In addition to loneliness, immigrant women encountered many other challenges (Rashid, 2004).

In the study of MacPatherson (2006), migration across health and disease disparities influences the epidemiology of certain diseases globally and in nations receiving migrants. While specific disease-based outcomes may vary between migrant group and location, general epidemiological principles may be applied to any situation where numbers of individuals move between differences in disease prevalence. Traditionally, migration health activities have been designed for national application and lack an integrated international perspective. Present and future health challenges related to migration may be more effectively addressed through collaborative global undertakings.

Local Studies

The McCann Youth Study (1985) confirms what observers say about a Filipino family being stressed when one or both spouses work abroad.

In the study of Morada (2001), he found out that households where the spouse is an OFW are better off in terms of certain socio-demographic measures such as education, number of sons and daughters and even elderly members. He also established that where the local resident head is not economically active, the latter would most probably be attending to the needs of the younger members of the households or is addressing the concerns of the households. This is true whether or not the resident head is a male or a female.
In the same year, Asis (2001) reported that three quarters of marital relationships remained unchanged, with some even improving.

The Economist (2001) pointed out that it is hard to find “amah” (domestic helper) whose husbands at home have not taken a mistress or fathered other children.

According to Aguilar (2002), some studies indicate that marital deterioration is linked to migration of the partner.

Gresham described in his study that the Filipino migration is characterized by taking up positions abroad that conform to gender roles, while the non-migrating household member takes over the duties of the absent migrant. When those duties do not conform to one’s gender, one is less likely to perform the duty. In the case of the migrating mother, the father, who is “traditionally” seen as the breadwinner, but not as the primary parent, is put into a position wherein he earns less than his wife and is expected to care of the children. However, men are considered less capable of raising children despite communications, and advanced technology that make dual parenting still possible from abroad. Fathers should not be seen as the only parent in this situation. The stigmatization than men experienced as a result of their wife’s migration has a serious effect on their feelings of masculinity and as further exacerbated by the “new heroes” a national script put forward by the government which praises the migrants as saving the nation while ignoring the equal (or greater) labour carried out in their absence. This thesis, built upon fieldwork conducted in Cebu City disputes the widespread reputation of men as incapable fathers who rely entirely upon their wife’s remittances and advocates calling more attention to the gender-and vocation-biased praise of the New Heroes propaganda.

According to Suarez, a rise in the number of overseas Filipino workers resulting in family break up increased in single-headed household, unsupervised children, emergence of new family structures and systems and challenges to traditional family values.

At the rate of 30 percent, the Filipino family overseas workers became the major economic activity of the Philippines. The OFW overseas remittances was the main reason why the country is still surviving and even thriving in terms of economic growth according to the Central Bank of the Philippines. The 2003 Children and Family Study cited that parental absence creates displacements, disruptions and changes in care giving arrangements. The children long for the presence of the migrant parent(s) especially when the mothers are away. The study also suggests that children are attended by other female relatives and/or the fathers when it is the women who leave.

**Definition and concepts of the study**

*Co-researchers* - refers to the ten (10) male co-researchers who served as the source of data for the study.

*Lived-experiences* - refers to significant experiences of males from the time their wives worked overseas which changed their life situations, roles, view of life, and the way they relate with others.

*Overseas Filipino Worker* - refers to all Filipinos living and working abroad. This includes temporary overseas workers, irregular/undocumented workers

*OFW spouses* - refers to wives and husbands who work in foreign countries

*Male* - represents the co-researchers as spouse of OFW even if they are not married
References (APA Sixth Edition)


Gresham, P., (n.d.) *Non-migrating husbands of overseas Filipino workers: Case Study*.

Gresham, P., (n.d.) *A case study revealing lessened masculinity for left behind husbands of overseas Filipino workers: Case study*.


www.collins.co.uk.on. Retrieved on November 20, 2012
Abstract:
E-commerce has change conventional sale of goods through global access in online marketplace. The borderless online marketplace provides a worldwide platform for sale of goods to consumers. A new group of tech-savvy consumers, also known as e-consumers emerge and growing rapidly over the years for cheaper, easy access, convenient, more varieties, quality of goods in e-commerce. E-commerce transactions on sale of goods involve many parties, among others, the platform provider, the seller (either manufacturer, intermediary, wholesaler or retailer), the internet provider, the financial service provider that provides the transfer of money using data, the website, the logistics provider, the shipping company, the delivering company and the consumers as buyer at the end of the transaction. In some circumstances, consumers can even be the seller in e-commerce. The parties to the e-commerce contract is essential to determine the rights and liabilities of the contracting parties, which raise the issue of privity of contract and other related issues on contract law. The nature and the complexity of e-commerce consumer contracts for sale of goods trigger many legal issues; form the beginning of forming of the contract to the conclusion of the contract. This paper focusing on the issue arising on the contractual rights and obligations of the e-commerce contract for sale of goods. Pure doctrinal legal research by employing content analysis method, this paper aims to draw connection among the parties direct and indirectly involved it the contract. This paper also seeks to identify and analyses the relationship of various parties involved in e-commerce consumer contracts for sale of goods. To examine and review the relationship of the parties in e-commerce sale of goods contract with regard to their rights and liabilities involved, with the aim to ascertain its’ coherent with the privity of contract doctrine.

Keywords: E-commerce, consumer, sale of goods, contract, privity.

Introduction
E-commerce describe by World Trade Organisation (WTO) as internet and other network-based commerce through six main instruments of electronic commerce, namely: the telephone, the fax, television, electronic payment and money transfer systems, Electronic Data Interchange and the internet (Bacchetta, Marc et al, 1998). On the other hand, European Union (EU) define e-commerce as “any business transaction concerning goods and services, where participants are not in the same physical location and communicate through electronic means.” (Lodder, A., & Kaspersen, H., 2002). The wide definition of e-commerce derived from many...
sources, depending on the different concept and perspective of its users (Molla, A., & Licker, P.S., 2001). According to Cheeseman, e-commerce is the sale and lease of goods and services and property and the licensing of software over the internet or by other electronic means (Cheeseman, 2011). For businesses, e-commerce often views as doing business electronically or it is among others one of the business model. Besides, providing sale of goods or services through internet, doing business electronically also includes licensing software through internet for the use of the techno-savvy consumers. For consumers, it is on-line shopping and payment made by transfer of money through internet. E-commerce also refers as the transaction of goods and services through internet. ASEAN refers e-commerce as cross-broader e-commerce transactions or electronic trade on ASEAN Agreement on Electronic Commerce signed by ASEAN Economic Ministers on 12th November 2018 (https://asean.org/asean-economic-community/sectoral-bodies-under-the-purview-of-aem/e-commerce/).

E-commerce has become one of the major player in consumers’ economic worldwide, with the advancement of information and communication technology, a generation of techno-savvy consumers, also known as e-consumers, emerge contributing to the e-commerce growth every day. According to Statista, an anticipated 1.8 billion e-consumers worldwide purchase goods online in 2018 (https://www.statista.com/topics/871/online-shopping/). The same year, global e-retail sales achieve 2.8 trillion US dollars (https://www.statista.com/topics/871/online-shopping/). For the growing and developing ASEAN, based on the research conducted by Institute of Southeast Asian Studies, there is more than 50% of ASEAN’s population under 30 years old whose have greater affinity for technology and internet based transaction (https://www.iseas.edu.sg/research/ssrtg, Institute of Southeast Asian Studies, 2018). The rise of the middle class young population further increase the growth of ASEAN e-consumers, contributing to the growth of e-commerce in the region. With the recent ASEAN members signing the ASEAN Agreement on Electronic Commerce clearly indicated that the commitment of ASEAN in the growth of the e-commerce market.

The fast growing e-commerce has change the business transaction from physically going to a traditional retail store to purchase goods to shopping online. E-consumers are contented to the convenient and easy access of e-commerce as consumers can buy anything at anytime from anywhere without physically going to the store (Naemah Amin & Roshazlizawati Mohd Nor, 2011). The transaction of selling and buying completed at the fingertips with the help of the internet has become a part of the modern life style. The concept of bringing stores to shoppers as compare to shoppers to the stores (Parsons, 2002) has well received and adapted by e-consumers. The transaction of e-commerce, form the beginning of its formation to the completion of the transaction online has change the traditional contract of sale. The traditional legal theories that governs the elements of contract of sale were challenged and forced to adapt to provide an appropriate explanation to the e-commerce environment. Many legal issues remain unanswered and unable to provide an appropriate discourse to the e-commerce environment. This is because there is no clear applicable laws in governing e-commerce consumer contracts for sale of goods, particularly, among the developing ASEAN countries. The commitment of ASEAN member states in signing the ASEAN Agreement on Electronic Commerce is one of the efforts in developing a conducive regulatory environment for e-commerce to flourish. At the same time, maintain and adopt as soon as practicable, laws and regulations governing electronic transactions taking into account applicable international

This paper focuses on the issues arising out of privity of contract in consumer contracts of e-commerce. This paper aims to identify the parties involved in the complicated and intertwined rights and liabilities of the parties in e-commerce consumer contracts for sale of goods. For the context of this paper, the parties involved would be the commercial party of e-commerce at one side and on the other side is the consumer. The discussion mainly concentrate on e-commerce consumer contracts for sale of goods, which is the contract of e-commerce business to consumers (B2C e-commerce). The commercial e-commerce contract that involved two commercial parties at both side (B2B e-commerce) is not the focus of this paper.

Literature Review

The laws governing e-commerce consumer contracts for sale of goods are a complex area, among others, the governing laws include contract law, the law on sale of goods, consumer protection law and the laws on e-commerce. Contract law is a private law which governing contractual relationship between individuals. Contracts entered into by parties are based on mutual consent and voluntariness of the parties in the private law domain. The doctrine of freedom of contract have long been rooted in the contract. According to Atiyah (1999) the rise of the prominence of freedom of contract, which based on the liberalism of freedom of choice have gradually decline in many directions.

Government involvement through regulation has replaced free contract as paternalism interference in balancing the unequal bargaining power of the parties in contract. The market economy that is nominate by the monopoly and oligopoly structure of business have triggered the government involvement in regulating various contracts, in particular consumer contracts for sale of goods. The law of sale of goods is one of the legislative interference in governing contract of sale of goods departure from the doctrine of caveat-emptor to ensure quality and fitness of the goods in the market (Atiyah et al, 2010). Caveat-emptor emphasized on the notion of ‘let the buyer beware’ has place the burden in the buyer to examine the quality and fitness of the goods prior to the completion of the contract originated from common law doctrine (Atiyah, 2010). Common law doctrine is the major source of the contract law based on the judicial precedent of the English courts derives from the laissez-faire principles of economics. The origins of common law is much more ancient as early as 1180, largely concerned with serious crime and land tenure (Furmston, 2012). The concept of contract law and its associated body of legal doctrine only developed around mediaeval period and become prominence in early sixteen century (Stone, 2008).

The abandonment of the doctrine of caveat-emptor to caveat-venditor emphasis on the notion of ‘let the seller beware’ to provide protection to the weaker party in the sale of goods contract, which is the buyer. The law on sale of goods impose implied terms on the sale of goods contract with the aim of balancing the imbalance of bargaining powers in the sale contract. The law of sale of goods remain a private law governing the jurisdiction of the particular applicable law in the country. The law of sale of goods different from jurisdiction to another jurisdiction depends of the emphasis of the particular government. In United Kingdom (UK) the law on sale of goods have several sources, the most important legislation is the Sale

In the global arena, a uniform international sales law was established, the United Nation Convention on Contracts for International Sale of Goods (CISG) governing the contract of international sale of goods. Although, CISG does not apply to of goods bought for personal, family or household use, unless the seller, at any time before or at the conclusion of the contract, neither knew nor ought to have known that the goods were bought for any such use (Article 2 of the United Nation Convention on Contracts for International Sale of Goods). CISG is discuss here in order to provide some basic understanding of the law governing sale of goods contracts. The law of sale of goods provided in Part III of the CISG. Article 35 provides that the seller have the obligation to deliver goods, which are of the quantity, quality and description required by the contract and which are contained or packaged in the manner required by the contract (United Nation Convention on Contracts for International Sale of Goods, 2010). The requirements of the goods to be conforming to the contract under CISG that the goods must satisfied the requirements below:

a. are fit for the purposes for which goods of the same description would ordinarily be used;
b. are fit for any particular purpose expressly or impliedly made known to the seller at the time of the conclusion of the contract, except where the circumstances show that the buyer did not rely, or that it was unreasonable for him to rely, on the seller’s skill and judgement;
c. possess the qualities of goods which the seller has held out to the buyer as a sample or model;
d. are contained or packaged in the manner usual for such goods or, where there is no such manner, in a manner adequate to preserve and protect the goods.

On the other hand, with the recognition of the importance of consumer protection law in equalizing the differences between traders and the consumers began the legislative intervention of providing consumer protection globally. United Nations Guidelines on Consumer Protection (UNGCP) is among others one of the global initiative in promoting and upholding consumer protection. UNGCP were original adopted by United Nations (UN) in 1985, after years of campaigning by consumer association in many countries through Consumer International. In 1999, through the UN resolution E/1999/INF/2/Add.2, UNGCP were later expended by the Economic and Social Council (ECOSOC) to further strengthen consumer protection law and policy globally. Recently, in December 2015 UNGCP were again revised by the UN General Assembly in resolution 70/186 to address the challenges of the disparity of economic and market force in provide protection to consumers (https://www.consumersinternational.org/what-we-do/consumer-protection/global-policy-cooperation/un-guidelines-for-consumer-protection/). To further promote and enhance consumer protection worldwide, The UN Conference on Trade and Development (UNCTED) were held in October 2016. UNGCP adopted a set of principles for guiding the effective consumer protection legislation, enforcement institutions and redress systems. UNGCP further
assist UN Member States with diverse economic, social, and environmental circumstances in formulating and enforcing consumer protection through regional laws, rules and regulations. It is also the aim of UNGCP in promoting international enforcement cooperation among Member States and encouraging the sharing of experiences in consumer protection (Preface UNCTAD/DITC/CPLP/MISC/2016/1).

Consumer protection law is more than just a private law governing businesses and consumers. It is a global effort in ensuring and encouraging the equal distribution of wealth in the civil society. However, many countries remain passive in adopting and implementing consumer protection law due to the pressure by various industries and businesses. Industries and businesses which driven by profit maximization are the main source of the country’s economic growth. Therefore, governments of many countries still facing the challenges is balancing the interest of their civil society and the economic growth. E-commerce is an up-and-coming industry with many potentials that are capable in driving economic growth and wealth generating. In light of the benefits that e-commerce generates, many governments of the countries chose to ignore the core concept of consumer protection and the right of their civil society. Besides that, e-commerce is a new industry in 21st century that is too new to be capable of governing by effective laws and regulations. Further, with the nature of the internet and the web with no boundaries and no limitations, which are very difficult and unendurable in governing by laws and regulations.

The law relating to e-commerce was first produced in 24th April 1996 in the United Nations Commission on International Trade Law (UNCITRAL) Model Law on Electronic Commerce with Guide to Enactment. UNCITRAL Model Law was later amended in 1998 with the aim to serve as a guideline for countries in formulating legislation to facilitate electronic commerce. The purpose of the UNCITRAL Model Law is to facilitate electronic commerce by providing equal treatment to paper-based and electronic information with no intention in governing electronic contracting (Sheela & Rahmah Ismail, 2017). The UNCITRAL Model Law serves as a guideline for the countries in formulating rules and basic structure to recognized electronic contract in the relevant articles as follows:

a. Article 11 - Validity and formation of the contract
b. Article 12 - Recognition by parties of data messages
c. Article 13 - Attribution of data messages
d. Article 14 - Acknowledgement of receipt
e. Article 15 - Time and place of dispatch and receipt of data messages

Part II of the UNCITRAL Model Law provides for the electronic commerce in specific areas, in particular, contract of carriage of goods. Article 16 of the UNCITRAL Model Law provides for the recognition in furnishing the marks, number, quantity or weight of goods; stating or declaring the nature or value of goods; issuing a receipt for goods; confirming that goods have been loaded. The recognition of notifying a person of terms and conditions of the contract and giving instructions to a carrier through electronic means. The recognition of e-commerce in claiming delivery of goods; authorizing release of goods; giving notice of loss of, or damage to, goods make the e-commerce contract possible in delivery and through carriage without considering the other issues that might be arising from the contract law. Article 16 of the UNCITRAL Model Law mainly make the formation of contract of carriage of goods through
electronic means recognize in performing the dispatch, delivery and transfer of ownership of the goods. The other issues in regarding the consumer contracts for sale of goods, in particular, consumer protection in e-commerce were not address in the UNCITRAL Model Law.

Besides the governing laws on and international standard guidelines on the e-commerce consumer contracts for sale of goods, there are many external factors affecting the vulnerability of consumer protection in e-commerce. The external factors such as lack of appropriate information regarding the e-retailer, the lack of information about the product and sale process, lack of information about the terms of the e-commerce consumer sale of goods contract (Svantesson & Clarke, 2010). Further, there are also external factors in regards to cyberspace, for example the security of information in cyber space, privacy issues on the cyber space, the unauthorized access to consumers data and other IT related information (Naemah Amin & Roshazlizawati Mohd Nor, 2013). The behaviors and the attitudes of e-commerce industry that does not uphold the sanctity of contract are among others the external factors that affected consumer protection in e-commerce contracts for sale of goods. The nature of the e-commerce contracts and the nature of cyber space resulted lack of enforcement and lack of effective governing laws are also the external factors that auxiliary deteriorate consumer protection in the e-commerce consumer contracts for sale of goods. Others external factors include lack of awareness on consumer protection, consumers’ economic, the extend of government intervention, cross-border issues, a fair and realistic dispute resolution structure between e-commerce and consumers, adequate remedies provided under the e-commerce consumer contracts for sale of goods, product liability, product safety and many others.

The theoretical framework of the literature review in regarding to the e-commerce consumer contracts for sale of goods is illustrated in Diagram 1 below:

**Diagram 1: Theoretical Framework of E-commerce Contracts for Consumer Sale of Goods**

Realising the complexity of the laws governing e-commerce consumer contracts for sale of goods, this paper seeks to make emphasis on the issue arising out of the doctrine of privity of contract. This paper is tasked to identify the relationship and privity of the various
parties involved in the e-commerce consumer contracts for sale of goods by mapping the privity of e-commerce consumer contracts for sale of goods.

Methodology

The methodology adopted in this paper is based on doctrinal or pure legal research, which is a content analysis based research paper in order to fulfill the objective of mapping privity of e-commerce consumer contracts for sale of goods. The paper concentrate on the legal issues involved, particularly, the rights and liabilities of the parties involved in e-commerce consumer contracts for sale of goods. In order to identify and analyse e-commerce consumer contracts for sale of goods, legal theories and principles are explain and analyse to achieve the objective. All relevant laws in governing e-commerce consumer contracts for sale of goods are examined to explore the legal issue of privity of e-commerce consumer contracts in order to identify the rights and liabilities of parties involved in e-commerce. The distinct and autonomous nature of law as a discipline possesses its own unique legal analysis. The doctrinal exposition and commentary provide authoritative statements of the meaning and scope of applicable substantive legal tests and requirements for the topic discuss in this paper (Salter & Mason, 2007).

In order to examine and analyse the laws governing the e-commerce consumer contracts for sale of goods, content analysis employed for analysing systematically the content of the legal documents (Chatterjee, 2000). To identify the characteristics of the laws involved, content analysis served to fulfill the objective in analysing the qualitative aspect of the e-commerce consumer contracts for sale of goods.

The approaches employed in this paper are descriptive, explanatory, analytical and critical. To seek to ascertain the legal issues involved in e-commerce consumer contracts for sale of goods, descriptive approach employed to explain the doctrine of privity of contract in e-commerce environment. Besides that, an explanatory approach is used to explain the e-commerce consumer contracts for sale of goods and why and how significant privity of contract in identify the rights and liabilities of the parties involved in e-commerce consumer contracts for sale of goods. To further examine and evaluate the rights and liabilities of the parties involved in e-commerce consumer contracts for sale of goods, analytical approach is used to draw inferences from the understanding and explanation of the legal theories involved. The paper also employed critical analysis approach to make judgments and form opinion to the inadequacies and drawbacks of the laws in governing e-commerce consumer contracts for sale of goods in a rational basis. Analytical and critical approaches were also engaged in forming conclusion to achieve the objective in mapping privity of e-commerce consumer contracts for sale of goods.

Discussion

The doctrine of privity of contract originated from the middle of nineteenth century common law judicial decision that non-party of the contract cannot bring an action on the contract (Furmston, 2012). In the decisive case of Tweddel v Atkinson (1861), Wightman J based his judgement on the basis that no one can sue or be sued on the contract who has not provided
consideration under the contract (Turner, 2013). English common law acknowledge that consideration must move from the promise upholding the contract and bargain concept. The doctrine of privity of contract is based on the doctrine of consideration that party who does not provide consideration in the contract cannot be burdened by the contractual obligations of a contract. Similarly, as Wightman J point out in his judgement that “…it is now established that no stranger to the consideration can take advantage of a contract, although made for his benefit.” The doctrine of privity was further reiterated in the House of Lords judgement of the case of Dunlop v Selfridge (1915).

On the perspective of liberalism, Collins (2003) stressed that it would be a serious invasion of the liberty of the individual, if the parties to a contract agreed that a third person should run the marathon. The doctrine of privity raise many problems in the modern commercial transactions, which involved more than two parties in the contract. Adams and Brownsword (1990) gave example of multi-linked contracts that regarded as ‘networks’ in construction contracts which would make the doctrine of privity redundant and inappropriate in application. Besides construction contracts, there are many contracts that involved multiple parties such as the contracts for the carriage of goods and credit and financing arrangements. Many arguments surrounding the issues of appropriateness of the doctrine of privity, in 1991 UK Law Commission produced a Consultative Paper which resulted the enactment of the Contracts (Rights of Third Parties) Act 1999 in UK (Law Commission’s Report on Privity of Contract (No. 242). However, the 1999 Act does not abolish the doctrine of privity but merely provides a large exception to the doctrine of privity (Furmston, 2012). Besides, many countries without the legislature intervention still apply the doctrine of privity extensively in contracts.

In the context of the e-commerce consumer contracts for sale of goods, the doctrine of privity continue to play a part in the contracts. In the e-commerce consumers’ sale of goods contract, the parties involved in the sales’ contract identify by way of seller as e-retailer and buyer as consumer, hence the doctrine of privity remain appropriate. Moreover, the lack of legislative intervention, the e-commerce consumer contracts for sale of goods persist to be a private law contract issue despite the nature of e-commerce that is borderless. Although e-commerce is of current and fashionable phenomena, affecting the traditional contracts for sale of goods, the UK House of Commons Select Committee on Trade and Industry warned the policy maker not to be carried away by the hyperbola and exaggeration of the development of the e-commerce (UK House of Commons Select Committee on Trade and Industry, Tenth Report). Atiyah (2010) of the opinion that e-commerce that involve distribution of goods dependent on the existing delivery system is equate to the traditional mail order. Therefore, it is of significant that this paper seek to identify the doctrine of privity in the e-commerce consumer contracts for sale of goods by mapping of the chain of distribution of goods in a diagrammed form.

The traditional chain of distribution of goods explain through doctrine of privity by Legh-Johes (1969) as:

“...the manufactured product descends down the chain of distribution from the maker through various middlemen (wholesalers, distributors, etc) to the retailer who sells to the public; ‘vertical privity’ is the privity which each of these persons has with his predecessor and successor in the chain. ‘Horizontal privity’ is the ensuring privity of
contract between the retailer and the first domestic consumer who buys from him, and then between that consumer and any sub-consumer, if such there be.”

The doctrine of privity in the context of traditional sales of goods contract in the chain of distribution of goods as demonstrated in Diagram 2 below by Legh-Johes (1969):

![Diagram 2: Chain of Privity](source: Legh-Jones (1969))

**Findings**

The doctrine of privity in e-commerce consumer contracts for sale of goods differ as the traditional doctrine of privity. As illustrated by Diagram 3 below, the chain of distribution of goods in e-commerce consumer contracts for sale of goods change significantly. The initial stages of horizontal privity has not been affected, however with the e-commerce platform that replace the middleman, there appear that more parties have been involve in the distribution chain. The parties include the e-commerce platform, the internet provider, the data center provider, the shipping companies either by air or by sea shipping and the delivery services. This paper exclude the credit providers and the financial institutions because the other issues of consumer credit were involved, which is outside the scope of this paper. The vertical privity of the consumer contracts for sale of goods experience change tremendously with increase number of parties and the privity were intertwined within many parties. Consequently, the traditional laws governing contract for consumers’ sale of goods, which upheld the sanctity of contract are not able to provide any protection to consumer. The finding of this paper clearly indicate that the need for a comprehensive integrate consumer protection law in various area
globally to govern the e-commerce consumer contracts for sale of goods. The rise of the e-commerce trigger the phenomena increase disadvantage to the consumers, hence widen the disparity of wealth between the e-commerce as industry player and the consumers. Besides, e-commerce further divide the techno-savvy e-consumers with the under privilege consumers whose do not have access to internet, credit card services, e-banking, e-payment that since been created and initiated by e-commerce directly or indirectly.

Diagram 3: Chain of privity in e-commerce consumer contracts for sale of goods as shown below:

**Diagram 3: Chain of Privity in E-Commerce Consumer Contracts for Sale of Goods**

**Conclusion**

There are many challenges face by consumers in the e-commerce consumer contracts for sale of goods in the borderless trading. The major challenge remains the absence of regulative framework in provide consumer protection in the age of the digital world. The complexity of intertwined laws and interventions from various parties resulted the minimum and limited protection for the consumers in e-commerce consumer contracts for sale of goods. In the
context of e-commerce, consumers are the defenseless against the industry and the advancement of technology. Therefore, consumer protection measures are of paramount important in protecting consumer interest in the e-commerce consumer contracts for sale of goods. This paper effort in mapping the privity of e-commerce consumer contracts for sale of goods serve as a small role in identifying the doctrine of privity governing the e-commerce. The finding of the paper serve to aid the legislative policy makers in understanding the contractual parties privity in e-commerce consumer contracts for sale of goods.

References
Institute of Southeast Asian Studies, 2018 - https://www.iseas.edu.sg/research/ssrtg
Law Commission’s Report on Privity of Contract ( Law Com No. 242)
United Nation Convention on Contracts for International Sale of Goods
United Nations Guidelines on Consumer Protection
UNCITRAL Model Law on Electronic Commerce with Guide to Enactment
ORGANIZATION CULTURE AS THE SOURCE OF COMPETITIVE ADVANTAGE

Noremi Shaari

1 Arsyad Ayub Graduate Business School, Universiti Teknologi Mara, Malaysia
(E-mail: 2018450308@isiswa.uitm.edu.my)

Abstract:
Due to the constant expectation of the investors, employees, customers, and stakeholders, an organization operating in the highly competitive markets is frequently under pressure in ensuring their performance improved consistently. Organizational culture has become increasingly crucial to any organization nowadays and identified as among the essential intangible source, which contributes to a powerful effect on the organizations’ performance. The top management of organizations spends most of their time and effort in search of answers to performance enhancement question based on unpredictable and competitive industries. The performance management challenges have attracted the attention of most researchers in management and attempting to explain how the organization manages performance by finding a suitable strategic fit between the organizations’ diverse range of resources and changes in the external environment which may benefit the organization. While having culture only will not guarantee organizational success. Cultivating the right and positive culture that aligns with the organization goals; mission and vision offer a significant competitive advantage over competitors due to the increase of performance and productivity. Organizations that do not instill the right cultures are not able to engage in activities that will drive their cultures and generate sustained superior financial performance because their modified cultures typically will be neither rare nor imperfectly imitable in driving performance and productivity. Organizations that have successfully cultivate the right cultures with the required attributes can obtain sustained superior financial performance from their cultures. Leaders may employ one of the crucial components that able to cultivate a sustainable performance and maintain a competitive advantage is through building ethical and moral organization’s culture that aligns with the organization goals.

Keywords: organizational culture, performance, competitive advantage

Introduction
Organization culture impacted to employee motivation directly (Sokro, 2012) and according to a highly motivated team of employees creates a robust workforce, which leads to a productive organization. Uddin, Luva, and Hossian (2013) claimed that building an organizational culture could improve performance in several different ways. Employees perform better within a robust organizational culture because they are more motivated and work more efficiently. Organizational culture is an arrangement of fundamental norms that a group has developed
while dealing with internal and external problems. These norms have become viewed as the correct way to behave (Schein, 1983). In evaluating a competitive advantage, it is best to use the view of an influential culture. A strong organizational culture is one term that is widely spread throughout an entire organization. According to Denison (1984), a strong culture is a vital asset for an organization and one that encourages participation by employees. Denison, 1984 also opined that organizational culture must be one of the fundamental strategies that businesses use to succeed. Smart, D. L., & Wolfe (2000) claimed that organizational culture could be a source of a sustained competitive advantage because it is practically impossible to imitate a program’s unique organizational culture. The culture of an organization is unique; therefore, understanding how to strengthen organizational culture varies from organization to organization. This paper examines the relationship between organizational culture and sustained financial performance, which may eventually become the source of competitive advantage.

First, some of the key concepts used in the analysis been study and defined. Second, the attributes of sustained culture that a firm must have in order to be a source of superior performance, which may lead to being the source of competitive advantage being discussed in this paper. Next, the organizational cultures of at least some firms are examined from the previous study done by other researcher are examined to see if they meet these criteria. Finally, we examine consider whether or not for firms that do not currently have organizational cultures that are a source of this level of performance can engage in managerial actions to develop such cultures.

**Literature Review**

**Organizational Culture**

Organizational culture is a broad term and defined in many ways over the years. In 1958, Kluckhohn, as cited in Hofstede (1980), described culture as a systematic way of thinking developed by symbols within human groups. According to Hofstede (1980), culture is the shared thinking of human minds that distinguishes one group from another. Hofstede referred to the culture of a group as its personality. Culture can reflect the character of a group, but it is also viewed as a system of daily group function. (Pettigrew, 2007) described culture as a collective thought process that guides individual behavior.

Organizational culture often referred to as corporate culture (Deal, T. E., & Kennedy, 1982; Kotter, J. P., & Heskett, 1992), refers to the adopted values, beliefs, and assumptions of the staff and employees of an organization. Culture can be defined in many ways and styles, and it has been documented and debated over the year on the importance of organization culture towards an organization. Many metaphors have also been used to illustrate the importance of organizational culture. Culture can be considered the glue that joins the organization together (Tharp, 2009). It has also been considered the compass, the magnet, and the lighthouse, amongst other things. Despite the numerous characteristics of culture, it lacks a universal understanding. Perhaps the broadness of the term allows for a wide range of application that causes ambiguity. However, there are common threads. Historical research (e.g., Hofstede, 1984; Kotter, J. P., & Heskett 1992s; Lederach, 1995; Useem et al., 1963) explains that culture is shared, culture is learned, culture is transferred, and culture is adaptive.
Another study classified culture as a unifying force, though hidden that provides meaning and direction (Bakar et al., 2008).

Organizational culture refers to the collective programming of the mind that distinguishes the members of one organization from another. This includes shared beliefs, values, and practice that distinguish one organization from another (Hofstede, 1980).

Culture is the infrastructure of an organization. The claims that organizational culture significantly affects the long-term performance of an organization (Kotter, J. P., & Heskett, 1992), that culture can be a performance enhancer, and can create a competitive advantage makes it a topic of interest for most companies. The need for a sustainability factor, maximizing profitability, and increase in effectiveness is a driver for many organizations, and now there is the realization that a significant piece of the puzzle is culture. As companies expand into other nations to develop subsidiaries, they need to understand if the external environment of an organization is a factor in how organizational culture relates to performance. Organizational Culture also portrays as shared assumptions that guide what happens in organizations by defining appropriate behavior for various situations (Ravasi & Schultz, 2006).

The first concept was introduced by Petigrew where he introduces the anthropologist concepts like “symbolism, myths,” and “rituals” that could be used in organizational analysis (Ismael Younis Abu-Jarad et al., 2012). There is no general agreement on the definition of organizational culture, but authors agreed that organizational or corporate culture referred to something holistic, historically determined (by founders or leaders), related to things anthropologists study (like rituals and symbols), socially constructed (created and preserved by the group of people who together form the organization), soft, and difficult to change. (Ismael Younis Abu-Jarad et al., 2012). Table 1 below summarizes some earlier definition of organization cultures found in this study.

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kroeber &amp; Kluckhohn (1952)</td>
<td>Transmitted patterns of values, ideas, and other symbolic systems that shape behavior of an organization</td>
</tr>
<tr>
<td>Hofstede (1980)</td>
<td>“The collective programming of the mind that distinguishes the members of one organization from another. This included shared beliefs, values and practices that distinguished one organization to another” (Hofstede, 1980).</td>
</tr>
<tr>
<td>Swartz &amp; Jordon (1980)</td>
<td>Patterns of beliefs and expectations shared by members that produce norms shaping behavior</td>
</tr>
<tr>
<td>Ouchi (1981)</td>
<td>Set of symbols, ceremonies and myths that communicate the underlying values and beliefs of the organization to its employees</td>
</tr>
<tr>
<td>Martin &amp; Siehl (1983)</td>
<td>Glue that holds together an organization through shared patterns of meaning. Three component systems: context or core values, forms (process of communication, e.g., jargon), strategies to reinforce content (e.g., rewards, training programs)</td>
</tr>
<tr>
<td>Uttal (1983)</td>
<td>Shared values (what is important) and beliefs (how things work) that interact with an organization’s structures and control systems to produce behavioral norms (the way we do things around here)</td>
</tr>
<tr>
<td>Adler (1986)</td>
<td>- Refers to something that shared by all or almost all members of some social groups - something that the older members of the group try to pass on to the younger members and - something that shapes behavior or</td>
</tr>
</tbody>
</table>

Table 9: Earlier Definitions of Organizational Culture
Denison (1990) Refers to the underlying values, beliefs and principles that serve as a foundation for an organization’s management system as well as the set of management practices and behaviors that both exemplify and reinforce those basic principles

Trompenaars (1993) Is the way in which people solved problems. It is a shared system of meanings. It dictates what we pay attention to, how we act and what we value.

Goffee (1996) Is an outcome of how people related to one another

Schneider (1997) Shared patterns of behavior and the meaning of that behavior

Cameron & Quinn (1999) What is valued, the dominant leadership styles, the language success that make an organization unique

Sullivan (2001) Refers to the total lifestyle of a people, including all the values, ideas, knowledge, behaviors and material objects that they share

Wood (2001) The systems of shared beliefs and values that develops within an organization or within its sub-units and that guides the behavior of its members

Wiesner (2002) A way of looking at organizations by its shared values and behavior

Thomas & Tung (2003) Refers to evolving set shared beliefs, values, attitudes and logical processes which provides cognitive maps for people within a given societal group to perceive, think, reason, act, react and interact

Anthon (2004) Is the set of values, beliefs and understanding shared by an organization’s employees and it ranks among an organization’s most powerful component

Taylor (2004) Refers to what is created from the messages that are received about how people are expected to behave in the organization

Wagner (2005) An informal, shared way of perceiving life and membership in the organization that binds members together and influences what they think about themselves and their work

Source: Adopted from Gregory et al. (2017)

A recent study defines cultural assumptions as beliefs innate to a group of people that exemplify the idea of an organization. These deep-seeded beliefs guide the essential behavior of employees. These assumptions create the values and norms of people within an organization. According to the study also mentioned that a corrupt organization viewed competition as war and its competitors as enemies. This assumption allowed many employees to rationalize corrupt behavior to win the competition or war. Principles are created and learned through the assumptions and values or an organization. (Campbell et al., 2014)

Even though both (Denison, 1996) and (Schein, 2010) agree that culture is developed through the norms created by interactions of organizational members. Organizational members react to events and actions in a certain way and create organizational norms (Denison et al., 1995). For the purpose of this study, we shall focus and emphasis on the definition elaborated by Denison that claimed organizational culture is based on the beliefs of organizational members and formed through the daily interaction of its members (Denison, 1996). This theory of organizational culture places more importance on the interactions of the entire organization as opposed to a leader’s actions.
Organizational Culture and Performance

Organizational culture plays a primary function in modeling the behavior and performance of the firm through the collective efforts of individual members of the organization (Joseph et al., 2019). According to Deal, T. E., & Kennedy (1982), it is the top management’s responsibility in managing performance management. Hence, managers, it is important for them to make a deliberated effort toward developing a performance-driven organizational culture.

Several studies have indicated positively linking organizational culture with a firm performance which has been reported by Peters & Robert H. Waterman Jr. (1982), Deal, T. E., & Kennedy (1982), and Denison & Mishra (1995). Scholars support affirmatively the relationship between organizational culture and performance, arguing strong culture is necessary for superior performance because it enhances consistency in the efforts of the organizational performance.

Acar & Acar (2014) broke down organizational culture into four major types which are the clan (cooperative), hierarchy (control), market (competitive) and adhocracy (creative) which derives from the Competing Values Framework (CVF) or better known as the Quinn model the groundbreaking work of Robert Quinn as illustrated below.

![Competing Values Model of Organizational Culture](image)

In the model, Acar & Acar (2014) describe that Clan culture possesses affiliation of teamwork and participation. Where Hierarchy culture reflects values and norms associated with bureaucracy. Market Culture type of organization has strong traits of efficiency and
achievement where employees in this type of culture are success-oriented. Adhocracy type of culture is in a state of developmental where the organizational culture, which is based on risk-taking, innovation, and change. It also associated with entrepreneurship, flexibility, innovative, and creative areas with its external-oriented and dynamic structure.

Deshpande & J. U. Farley (1999) in their research identified four types of organizational culture that can help managers identify the different cultures and determine the appropriate behavior that can be used in managing and dealing with the culture throughout an organization. The four types of culture are bureaucratic culture, competitive culture, consensual culture, and entrepreneurial culture. A bureaucratic culture emphasizes the formal structures and internal codes of an organization, the competitive culture places emphasis on an organization’s competitive advantage; the consensual culture emphasizes allegiance and tradition, and entrepreneurial culture places emphasis on developing new ideas and risk-taking. Any form or combination of cultural types can form an organization’s culture.

Deshpande & J. U. Farley (1999) found that organizations that believe innovation and competitive advantage tend to perform better than those that believe in a culture of tradition and formal structures. In their research of the correlation of organizational culture and performance, and supporting Deshpande and Farley’s findings. Bakar et al. (2008) findings suggest that not all types of corporate culture can create an increase in performance. However, most scholars appear to agree that corporate culture is significantly and positively correlated with performance. Bakar et al.’s concluded that managers should create cultures that are more accepting of the employees and organizational settings due to the level of impact culture can have on performance.

Hierarchy cultures focus on the internal processes of the organization Daher (2016). Hierarchy cultures are also referred to as bureaucratic and are internally focused. These organizations have effective leadership but are very rigid and can lead to a loss of purpose within the organization (Daher, 2016). According to Daher (2016), these organizations have strict control and order within its culture. This strict control can have a negative effect on production (Ogbonna et al., 2000).

The two culture types that are focused on external circumstances are adhocracy and market cultures. According to Acar & Acar (2014), market cultures are focused on external competition and motivated by achievement. Leaders within these cultures reward employees for individual success to emphasize achievement. The external environment also influences adhocracy culture within organizations. Acar et al. (2014) described adhocracy culture as innovative and flexible to change. These organizations reward risk-taking and the ability to adapt to external environments. Daher (2016) stated that organizations with these cultures reward individuals who are able to create and adapt to new and changing circumstances.

Another model introduces in measuring corporate culture is the Denison Model. The model study’s business-performance measures, emphasizing on the organization’s ability to generate income, are in keeping with a definition of effectiveness that focuses on an organization’s capacity to acquire resources from its environment. It consists of four traits into a framework designed to acknowledge two contrasts: the contrast between internal integration and external adaptation, and the contrast between change and stability. For example, involvement and consistency have as their focus the dynamics of internal integration, while
mission and adaptability address the dynamics of external adaptation. This model is consistent with Borovec et al. (2011) observation that culture is developed as an organization learns to cope with the dual problems of external adaptation and internal integration.

There is a study that opposes the idea that culture promotes and may have a direct influence on performance. The study indicates that culture does not determine productivity—actions do (Alvesson, 2014). Having said that by adding controls for the right actions should reduce or eliminate any measured effect of culture on outcomes.

Technology companies are a prime example of the innovative culture because of how quickly these organizations must adjust to rapid improvements to technology (Daher, 2016). Ogbonna et al. (2000) identified four types of culture that affect performance. Innovative and competitive cultures were shown to have a direct, positive effect on performance, while bureaucratic culture had a direct, negative effect on performance. The norms within a competitive and innovative culture were similar to the achievement norms described by Xenikou et al. (2006) cultures that focused more on processes were found to have a negative effect on performance, while cultures that focused on achieving objectives were found to have a positive effect on performance (Cooke et al., 2013; Ogbonna et al., 2000; Xenikou et al., 2006).

Ogbonna et al. (2000) claimed that leadership is directly linked to organizational culture but indirectly linked to organizational results. Therefore, leadership has an impact on results based on the impact it has on organizational culture. According to Ogbonna et al. (2000), organizational cultures are not linked to performance based on the strength of the culture but based on the leadership style linked to organizational culture. Cultures viewed as strong were not linked to positive results unless the culture was externally focused. Leadership styles focusing on followers’ improvement were directly related to external organizational cultures.

Xenikou et al. (2006) claim that organizational culture has a direct effect on performance, whether it is positive or negative. Achievement culture had a positive effect on performance. In an achievement culture, an organization is focused on goal setting and providing feedback about those goals, as well as trying new ventures and ideas. Helpful and flexible cultures were found to have an adverse effect on performance.

Cooke et al. (2013) stated that culture with achievement norms has a direct, positive effect on performance. However, the authors (2000) claimed achievement norms that are combined with helpful norms create a direct, positive effect. Organizations with both achievement norms and helpful norms created cultures that were more productive, better at adapting to change, and more innovative.

Organizational cultures with achievement-based norms combined with helpful norms, have the most positive impact on performance. Xenikou et al. (2006) opined achievement cultures have a significantly positive effect combined with a helpful culture because of the relationship between goal achievement and team cohesiveness. Therefore, cultures that are focusing on an achievement atmosphere, while helping group members work together, create a culture that considerably enhances performance. According to Ogbonna et al. (2000), leadership is indirectly linked to performance through its impact on organizational culture. Organizational culture has a direct impact on performance, and leadership has a direct impact.
on organizational culture. For example, a manager uses a positive leadership style to enhance organizational culture, which creates an increase in performance.

**Organizational Culture as a Competitive Advantage**

Many researchers state intangible assets, like organizational culture, are the strongest form of sustainable competitive advantages (Barney, 1986; Chan et al., 2004; Muratovic, 2013; Smart, D. L., & Wolfe, 2000; Uddin et al., 2013). According to Muratovic (2013), organizations develop a competitive advantage through their activities. Organizational culture can be a primary source of competitive advantage because culture teaches values and norms within a company’s activities. Smart, D. L., & Wolfe (2000) posited that organizational culture is a more sustainable competitive advantage because it is a resource that is problematic to replicate. Physical and human resources are common among organizations and do not provide a competitive advantage. However, organizational resources such as culture have a direct impact on developing a sustainable competitive advantage.

Unlike previously, today, researchers believe that organizational culture can be used for competitive advantage, effective employee performance, and productivity (Tharp, 2009). Organizations that develop a competitive advantage have the ability or possess a quality that gives it an edge over its competitors (Muratovic, 2013). For example, an organization that focuses on innovation and creativity can create competitive advantage because employees can come up with solutions to the changing environment quicker and more efficiently than competitors. Muratovic (2013) stated that competitive advantages create exclusive opportunities and place organizations in a position to outperform competitors. Barney (1986) explained that organizational culture must provide value and be unique to create a competitive advantage. Organizations need to develop strategies to sustain competitive advantages over a long period for the best overall performance. Sustainable competitive advantages are assets that can produce results and are unique to the specific organization (Muratovic, 2013).

According to Chan et al. (2004), a resource that is valuable, unique, difficult to imitate, and difficult to substitute are the primary factors in creating a sustainable competitive advantage. The ability of an organization to sustain a competitive advantage is based on the capability of the organization to continually adapt, upgrade, and replenish effective resources. Organizations that want a sustainable competitive advantage must also create a dynamic where the activities to create unique assets are efficient enough to continually enhance value and make it difficult for competitors to replicate.

Barney (1986) claimed that value, rarity, and imperfect imitability are the three characteristics necessary in developing organizational culture as a competitive advantage. In order for the organization to sustain this advantage, the culture must create value by taking advantage of opportunities or minimalizing threats because it enables an organization to insert strategies that increase efficiency. Sustainability enhances a culture that is rare and hard to imitate.

Resources that many competitors have the ability to replicate will not become sustainable competitive advantages. Organizational culture is a resource that creates value and is specific to a particular organization (Smart, D. L., & Wolfe, 2000). According to Weese (1996),
organizational culture is an asset that provides value and increases organizational effectiveness. Barney (1986) claimed that strong organizational cultures are specific and difficult to imitate.

Many researchers claim organizational culture is a principal resource for creating competitive advantage (Chan et al., 2004; Smart, D. L., & Wolfe, 2000; and Uddin et al., 2013). Chan et al. (2004) stated organizational culture was found to be a valuable resource and that people and their interactions may be the primary source of competitive advantage. For example, a company that can create value within its culture has a sustainable competitive advantage because the culture is unique to each organization.

According to Taneja et al. (2015), organizations can achieve competitive advantage by efficiently and effectively increasing their employee engagement strategy. Therefore, organizations should focus on the business strategy, which can increase the engagement level of employees and thereby increase their motivational level for overall organizational success. In Bill Leisy, a principal consultant at Ernst & Young LLP’s performance and reward division, proposed that global organizational leaders must understand the needs and motivations of their employees to provide opportunities to help different segments of demographics and to retain the necessary skills and competencies for the overall success of the business organization (Taneja et al., 2015). For Google, their core value statement “Don’t be evil” is found to be unique and alive which is hard to be replicate as Google themselves made initiatives to preserve the culture they have as they grow (Taylor, 2009).

Smart, D. L., & Wolfe (2000) agree that culture adds value, and the complexity of culture makes it difficult to imitate. Organizational culture can become a sustainable competitive advantage because culture creates the utilization of resources more efficiently than competitors. According to Weese (1996), organizational culture implements values and norms clearly throughout an organization, which creates more efficient strategy implementation and an increase in production. The environment within an organization plays a vital role in producing a competitive advantage.

Uddin et al. (2013) posited that creative and adaptive environments enhance learning and enable people to respond more efficiently to adversity and exploit new opportunities. The environment is created by organizational culture, which is the fundamental element of any sustainable competitive advantage (Uddin et al., 2013). An effective culture can be valuable because of the impact it has on employee motivation, production, and overall performance.

Organizational culture is directly related to employee motivation, according to researchers (Sokro, 2012; Uddin et al., 2013). Sokro (2012) revealed that employee motivation is directly impacted by organizational culture, and the stronger the culture becomes the more employee motivation increases. Motivated employees feel responsible for the success or failure of the organization. Organizational culture is linked to employee motivation through inspiration, enabling employees, sharing success, organization-wide learning, and individual awareness. The key to sustaining success is the ability to motivate employees and make them feel a shared sense of ownership with all members of the organization. A motivated workforce creates value through several different statistics (Sokro, 2012).

As such, the concept of organizational culture has received considerable attention in the academic milieu in general. Motivational, organizational culture is one of the ways how to reach sustainable manufacturing through the organization’s employees (Copuș et al., 2019).
Organizational culture impacts behavior and encourages employees to work hard for the organization instead of personal reasons. According to Sokro (2012), a motivated employee is less likely to leave an organization because of the superior work environment. A strong culture creates an environment where employees are motivated to do their job well and enjoy the job they are doing. Sokro (2012) explained that all employees belong to a group, and an increase in motivation increases the feeling of belonging to a group and decrease the likelihood of leaving the organization. Lower rates of attrition increase overall employee production (Sokro, 2012).

According to Uddin et al. (2013), productivity is tied directly to employee satisfaction, which is impacted by culture. For instance, a motivated employee is more dedicated to the achievement of the organization and is compelled to perform better at work. A strong organizational culture increases employee dedication to the organization and brings performance and production up. Efficient cultures have defined norms, which lead to more productive employees. Uddin et al., (2013) claimed employee performance is increased because of the behaviors engrained by organizational culture, as well as the empowerment achieved by the enhanced motivation a strong culture produces.

Khan (2016) agreed there is a strong connection between a positive culture and an increase in employee motivation, which brings production up. A more motivated group creates an efficient workforce that is more likely to achieve organizational objectives. Employees perform well because they follow the organizational culture, which implies the direct influence of organizational culture on employee performance (Sokro, 2012). Overall production increases because employees understand the culture, operate efficiently within that culture, and feel more dedicated to the organization.

Most researchers have claimed overall performance is increased by organizational culture because the organization utilized its resources more efficiently (Smart, D. L., & Wolfe, 2000; Sokro, 2012; Uddin et al., 2013). According to Uddin et al., (2013), organizational culture supports flexibility within an organization and increases efficiency. An organization’s performance is enhanced by having a clear purpose and a strong commitment to organizational culture development. Widely shared values enhance organizational culture, which increases performance through efficient use of resources.

Apple Inc.’s cultural traits are aligned with the drive for innovation, which is a major factor that determines business competitiveness in the information technology, online services, and consumer electronics industries. This business condition facilitated the fulfill of their corporate mission and vision statement. Apple shapes its corporate culture and uses it as a tool for strategic management and success (Meyer, 2019).

“Ohana” represents the idea that families – related or chosen – are bound together, with its members feeling a sense of responsibility for one another imperfectly imitable culture that runs in Salesforce. With such culture build around the spirit has been the fundamental of their success (Donaldson, 2016). Since developing a strong and efficient organizational culture can create a sustainable competitive advantage, it is important to understand how leaders can develop this kind of culture. However, Smart, D. L., & Wolfe (2000) claim that culture is intangible, which makes it difficult to understand and manipulate.

Culture can create sustainable competitive advantage, but developing culture intentionally may be difficult (Smart, D. L., & Wolfe, 2000). On the other hand, Muratovic (2013) claimed
that culture could be developed, strengthened, weakened, or maintained. The key element for leaders to intentionally develop culture is to understand the existing culture and the most efficient means of besting competitors. This dissertation found information on how successful leaders have developed organizational culture intentionally to create a sustainable competitive advantage and how this knowledge added to the management literature on organizational culture. The key to using culture to improve performance lies in matching culture or attributes to organizational goals (Tharp, 2009)

Discussion and Conclusion

The literature review and evidence in this case study provided the research with an ample amount of information regarding the impact of developing a culture, and the specific actions leaders can take to strengthen organizational culture. The research showed that developing a strong organizational culture is vital to the overall success of a college football program and is necessary to create a sustainable competitive advantage. However, a focus on organizational culture is only the foundation for creating a sustainable competitive advantage and was not found to be the main factor. For example, to build a house, the foundation starts before the rest of the house being. The data showed that this is similar to creating a sustainable competitive advantage. Leaders must start with developing a strong organizational culture before creating a sustainable competitive advantage.

To create a sustainable competitive advantage, leaders must find a strategy that is unique and fits their culture. Organizations with a strong culture are not unique, but organizations can create a unique advantage that is almost impossible to replicate by combining strategy and a strong organizational culture effectively. For example, Zappos has a strong organizational and unique corporate culture, which is the foundation of their competitive advantage, and the advantage in itself. Baird et al. (2012) explained that a culture based on treating people well, combined with a strategy that is founded on maintaining employee and customer satisfaction created a sustainable competitive advantage which can be observed by the organizational culture may influence its relationships with employees, customers, the environment, and communities. According to Baird et al. (2012), the competitive advantage lies in the quality with which they treat their people, employees’ satisfaction, and their focus towards their customers. Their strategy to treat employees and customers with love and care fits their unique culture based on treating people well. The correct combination of strategy and culture create value, a unique approach, and difficulty to imitate. These factors lead to a sustainable competitive advantage.

References


201


Joseph, O. O., & Kibera, F. (2019). Organizational Culture and Performance: Evidence From
https://doi.org/10.1177/2158244019835934


Abstract:
Trade credit is a tool that could support a range of strategic business goals. However, utilization of this tool has inherent risk, in the form of late payment or non-payment, which causes cash flow uncertainty. This in-turn increases risk of a range of consequences that have varying cost. Study of these trade credit related risk and consequences is further complicated by a set of moderating factors that are conditional in nature. Nevertheless, this paper aims to establish the groundwork by quantifying a set of variables to gauge features of late payments. A snapshot of these futures were derived from survey feedbacks collated from 319 firms in Greater Klang valley, Malaysia. Our findings are largely in-line with literature, where prompt payment is rare. In contrast, credit term violation is about six times more likely.

Keywords: Trade Credit trend, Credit Period, Outstanding Period, Average Collection Period.

Introduction to mechanics of trade credit
When goods or services are received/consumed by the purchaser, naturally its supplier expects to be paid. Trade credit occurs when there is a time gap between fulfilment of purchase order and fulfilment of payment. Essentially trade credit offered by a supplier acts as a form of short term financing to its purchaser. Although provision of trade credit is a product of supply and demand, specification of credit term is the supplier’s prerogative. Credit term denote a list of terms and conditions attached to issuance of trade credit. Among this list is credit period (CP). Essentially, CP is a grace period. A 30 days CP implies payment in-full is expected within 30 days. In this regard, the CP deadline is the 30th day, which is last day of the grace period.

Since credit term is the supplier’s prerogative, purchasers with identical transaction, may receive varying CP. However, regardless of the offered CP, payment outcome (prompt payment, late payment or non-payment) is essentially the purchaser’s prerogative.

Literature review
Tool to discriminate and to retain purchasers thru financing
In the context of financing, trade credit can be utilized to support effort to retain as well as to discriminate purchasers. Credit term with long CP improves the purchaser’s cash flow, hence elevating its treasury management. This is achieved by redeployment of excess cash for greater yield or lessen financing cost to hedge against shortage of cash. Hence, customization of credit
term towards targeted purchasers may lead to long-term and sustainable business relationships (Petersen and Rajan 1994; Wilson and Summers 2002). In the context of a new purchaser with no prior payment record, trade credit facilitates the supplier’s effort in creditworthiness identification. This in-turn facilitates customization of credit term that would discriminate against riskier or undesirable purchasers (Petersen and Rajan 1994).

**Tool to instil confidence**

From the purchaser’s perspective, risk of procuring from a new supplier can be mitigated by warranty, refund and at times reputation of the supplier. In this context, a supplier with lesser reputation may compete by instilling confidence of their product quality by offering trade credit with longer CP. This signify the supplier’s quality confidence greater with respect to the elevated risk non-payment, since a longer window is granted to access quality as proclaimed. In this sense, trade credit acts as an implicit guarantee of product quality (Long et al. 1993; Lee and Stowe 1993).

**Tool to supplement demand control**

In the context where goods are subjected to seasonal demand, tightening or loosing credit term may yield subtle control over sales. This may be a preferred strategy, as adjustment of price and/or production capacity could be deemed more costly (Emery, 1988).

**Risk of late payment and non-payment**

From the supplier’s perspective, a breach of CP by its purchasers, in the form of late payment or non-payment, could cause varying degree of undesirable outcomes. Essentially, late payments inject uncertainty towards the supplier’s cash flow. A range of mitigation options exist (bank overdraft, fire sale, credit extension from creditors, and adjustment of non-core expenses), however with varying cost. Paul 2007 indicated that these additional cost maybe deemed as unaffordable and may erode profitability, especially when profit margins are tight. On the other hand, the uncertainty injected upon a negative cash flow may lead to insolvency. However, this may not be the ultimate price. The most undesirable outcome occurs when financial stress faced by the insolvent supplier propagates toward the business ecosystem. As exemplified by a study on construction firms in Malaysia, which suggests that a negative cash flow caused by late payment would affects time, cost and quality of building and civil engineering services that they provide (Ye and Rahman, 2010).

**Compounding factors of trade credit risk**

As discussed above, utilization of trade credit has inherent risk, however, this risk can be further compounded by a set of factors that includes; poor trade credit management, firm size, leverage and industry characteristics.

Previous discussion highlighted trade credit’s role in retraining, discriminating and instilling confidence. However, effectiveness of these intended business goals rely greatly on sound management of payment history, credit risk evaluation and policy driven credit term. In this regard, effectiveness of trade credit of a small sized firm is bounded by its resource and
manpower limitations. Paul and Boden 2011 reported that small and medium enterprises (SMEs) generally have poor trade credit management, highlighting invoices not send on time or in some cases, not send at all.

Counter measures to exert pressure on purchasers for prompt payment exists. However, they are deemed not ideal, when the purchaser has significant leverage towards the supplier. Especially the purchaser is in a monopolistic or oligopolistic position (Paul and Wilson 2006). In this case, suppliers are likely to be coerced into offering unfavourable credit term. Pike and Cheng (2001) reported a strong correlation between late payment and firm size, with smaller firms experiencing the longest delays.

Lastly, industry characteristics may acts as an factor that grant suppliers with greater leverage. If services provided has a long gestation period where switching cost is deemed costly, counter measure, such as halting service provision, would exert pressure on the purchaser to abide by the agreed credit term. However, such leverage is not likely to be enjoyed by a supplier in the food and beverage industry.

**Goal of this preliminary paper**

The goal of this preliminary paper is to quantify a set of variables that would facilitates rich trend and characteristics of late payments. They include; Credit Period (CP), Percentage of Late Payment (PLP) Average Outstanding Period (AOP) and Average Collection period (ACP).

**Methodology**

Empirical data utilized in this study was collated via self-administrated structured questionnaires. Respondents were randomly selected from business directory of firms located at the Greater Klang valley, Malaysia. Participation is strictly on a voluntary basis and confidentiality is enforced. Hence, validity is limited by respondents’ disclosure and knowledge. Data collection process was conducted via postal mail and online survey in September. This cross-sectional survey, concluded in November of 2015, yielded a 13.7% response rate with 319 usable data points.

**Findings**

**Average Credit Period (CP)**

Distribution in Figure 1.1 summarizes the average credit period (CP) offered by our respondents. This aggregated distribution has a mean of 47.5 days. 30 days CP has the highest response (42.8%), follows by 60 days CP (23.2%). This figure suggests that these two CP are likely the standard practice within the Greater Klang valley.
Percentage of Late Payment (PLP)

Our finding indicates that late payment is prevalent. Only 4.9% respondents claimed that they never encounter any late payment in the past 12 months. On the contrary, 95.1% reported their late payments varies from 1% to over 90%. The aggregated mean of the PLP distribution, Figure 1.2, is 29.6%. This suggests that credit term violation is about six times more likely.

Average Outstanding Period (AOP)

As discussed above, late payments inject uncertainty towards the supplier’s cash flow. The distribution of average outstanding period (AOP) experienced by our respondents in the past 12 months is illustrated in Figure 1.3. Aggregated mean of this distribution is 46.6 days where outstanding interval of “15 to 30 days” followed by “31 to 60 days” were the top two response with a combined percentage of 56%.
Estimation of Average Collection period (ACP)

Collection period is the time gap between the invoice’s issuance date and the date when payment is received fully. In this context, ACP is estimated with a joint distribution between CP and AOP. However, ACP > CP occurs, only if payment is deemed late, hence the PLP distribution is utilized as the probability bound for this joint distribution. Our estimation approach further assumes that all prompt payments were made exactly on the deadline.

This assumption produces an inflated ACP that may be perceived an upper bound. Table 1 tabulates the estimated ACP by percentile and by its aggregate mean. Note that ACP fluctuates greatly. It shows that 90% of our respondents experienced ACP from as low as 15 days up to 219.8 days, where the aggregated mean is estimated to be 61.3 days.

Table 1: Estimated Average Collection period (ACP), sorted by percentile and aggregate mean.

<table>
<thead>
<tr>
<th>Percentile</th>
<th>CP</th>
<th>AOP</th>
<th>PLP</th>
<th>ACP</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>15</td>
<td>7.5</td>
<td>0%</td>
<td>15.0</td>
</tr>
<tr>
<td>25</td>
<td>30</td>
<td>37.5</td>
<td>10%</td>
<td>33.8</td>
</tr>
<tr>
<td>50</td>
<td>45</td>
<td>37.5</td>
<td>30%</td>
<td>56.3</td>
</tr>
<tr>
<td>75</td>
<td>60</td>
<td>45.5</td>
<td>40%</td>
<td>78.2</td>
</tr>
<tr>
<td>95</td>
<td>105</td>
<td>127.5</td>
<td>90%</td>
<td>219.8</td>
</tr>
<tr>
<td>Mean</td>
<td>47.5</td>
<td>46.6</td>
<td>29%</td>
<td>61.3</td>
</tr>
</tbody>
</table>

Discussion and Conclusion

Literature has highlighted roles and applications of trade credit in supporting a range of strategic business goals. Utilization of trade credit is akin to an intricate dance between a supplier and its purchaser that requires preplanning, however influenced by layers of conditional factors. A misstep may be easily brushed aside or may causes the supplier to tumble and fall.

This preliminary study has provided a snap shot on a set of variables that would facilitate deeper analysis of late payment as well as trade credit trend. The average credit period offered by our respondents is 47.5 days. However, the distribution skewness and substantial response on 30 and 60 day CP, may be an indicator that conditional factors, such as firm size and industrial characteristics may be in-play. Nevertheless, likelihood of violating this aggregated grace period is 29.6%. As compared to prompt payment, credit term violation is about six times more likely. This may suggest that late payment is a prevalent culture.

When credit term violation occurs, it would take, on average, additional 46.6 days for payment to be collected in-full. The average collection period is estimated to be 61.3 days. Our analysis shows that its range may fluctuates between 15 to 219.8 days. This wide range may suggest that there are significant interaction factors between CP, AOP and PLP.

References

Long, M.S., Malitz, I.B. and Ravid, S.A. (1993), ‘Trade Credit, Quality Guarantees and
RECRUITMENT TRENDS IN THE ERA OF INDUSTRY 4.0 USING ARTIFICIAL INTELLIGENCE: PRO AND CONS

Wan Mohd Rusydan Wan Ibrahim¹, Roshidi Hassan²

¹ Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam, Malaysia
(E-mail: wrusydan@gmail.com)
² Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam, Malaysia

Abstract:
Artificial Intelligence (AI) is a technology in computer science which creates machines that can work and react like humans. Or we can say that AI can make machines or computer systems simulate the human intelligence processes. Speech and image recognition, learning, planning and problem solving are among of activities designed to perform by computers using AI. AI were widely used now as we’re in the era of Industry 4.0. Popular apps such as Siri in iOS, Google apps such as Gmail and Google Translate and Google Maps, Amazon, Netflix, Facebook and Sportify used AI in their platform. Undercover Recruiter, a recruiting and talent acquisition blog suggest that AI is expected to replace 16% of HR jobs within the next 10 years. One of the emerging use of AI is in the recruitment process. AI can helps HR managers to perform recruitment more efficient especially when selecting the best talent available for their organization. In Industry 4.0, the concept of Internet of Things (IoT) is very popular. Currently, submitting hardcopy forms and resumes were replaced by application of online forms or via job portals. HR Managers may also do headhunting of talents using online portals such as LinkedIn, a business and employment-oriented service that operates via websites and mobile apps. This way of recruitment process will be much smoother with the help of AI technology. Thus, this paper will discuss some of the recruitment methods that can be made to ease recruitment exercises using AI.

Keywords: Recruitment, Industry 4.0, Internet of Things, Artificial Intelligence

Introduction
Nowadays, people keep talking about Industry 4.0 and how this era of technology will affect our life and not forgetting, business environment. The general aims of Industry 4.0 is to increase productivity and definitely, profit using machines and intelligent components which being connected to the internet. Components of Industry 4.0 includes Autonomous Robots, System Integration, Internet of Things (IoT), Simulation, Additive Manufacturing, Cloud Computing, Augmented Reality, Big Data, and Cybersecurity. Artificial Intelligence (AI) are very much related to Industry 4.0. AI is a technology in computer science which creates machines that can work and react like humans, or in other words, AI can make machines or computer systems simulate the human intelligence processes. Among activities designed to perform by computers using AI are speech and image recognition, learning, planning and
problem solving. We may not realize that AI is currently in our hand. This is because, popular apps in our mobile device such as Siri in iOS, Google apps such as Gmail and Google Translate and Google Maps, Amazon, Netflix, Facebook and Sportify used AI in their platform. In business environment, one of the emerging use of AI is in the recruitment process. AI can helps HR managers to perform recruitment more efficient especially when selecting the best talent available for their organization. Baby Boomers, Generation X and Generation Y may still remember that they used to look for job advertisements in newspapers and magazines, and submit their resumes or job application forms in hardcopy. That situation may not being experienced by the Millennials today as currently, submitting hardcopy forms and resumes were replaced by application of online forms or via job portals. HR Managers may also do headhunting of talents using online portals such as LinkedIn, a business and employment-oriented service that operates via websites and mobile apps. This way of recruitment process will be much smoother with the help of AI technology. This paper will discuss some of the recruitment methods that can be made to ease recruitment exercises using AI.

Literature Review

Undercover Recruiter, a recruiting and talent acquisition blog suggest that AI is expected to replace 16% of HR jobs within the next 10 years. (Forbes Coaches Council, 2018) Recruitment and selection are part of the process in human resource management (HRM). Searle (2003) stated that while both processes contain common elements i.e. attraction, identification and retention of staff or employees, recruitment focuses on applicant outside the organization while selection focused on internal applicants. Reilly (2018) suggest that recruitment as the area in HR function that has been most transformed by technology. In this case, AI. This is because, the source of applicant are more towards online base which creates larger pool of applicants. The process of selecting suitable candidates for interview has become faster and more efficient with AI technology and also revolutionized the relationship between applicant and employer (Reilly, 2018).

Mengel (2018) listed more than 30 companies that offer recruitment service for their customers using AI tools. Few examples of these companies are shown in Table 1. While in Malaysia, a beta version of an artificial intelligence (AI) job matching system called adnexio was launched on February 2019. Candidates will go through an interview with a machine named NEX on this AI platform that designed to learn through the selection made by employers utilising the platform, which is also free for both job seekers and employers (Annuar, 2019). This platform can be accessed at www.adnexio.my.

<table>
<thead>
<tr>
<th>Company</th>
<th>URL</th>
<th>AI Recruitment Tools Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xor</td>
<td><a href="https://xor.ai/">https://xor.ai/</a></td>
<td>Chatbot recruiting assistant that communicates with candidates in What’s App, Slack, Messenger, Viber, and Telegram. European-based technology company.</td>
</tr>
<tr>
<td>Jane Chat Bot</td>
<td><a href="http://www.loka.com/jane/">http://www.loka.com/jane/</a></td>
<td>Chat Bot designed to help HR teams develop better forms of communication.</td>
</tr>
<tr>
<td>Arya - by leoforce</td>
<td><a href="https://goarya.com/">https://goarya.com/</a></td>
<td>Offers automated AI sourcing: it scans the web selecting candidates and arranges interviews.</td>
</tr>
<tr>
<td>Crya</td>
<td><a href="https://www.cyra.ai/">https://www.cyra.ai/</a></td>
<td>Cyra uses machine learning and natural language processing</td>
</tr>
</tbody>
</table>
Further readings from journal articles and websites suggested mainly pros and certain cons of AI in recruitment. This aspects will be discussed further in discussion and conclusion part of this paper.

**Discussion and Conclusion**

Basically, application of AI in recruitment process is mainly on how to facilitate the process with lesser time, more efficient and most probably to overcome human bias factor. AI have many advantages but in the same time, there’s also contra side or argument in accepting AI as major tools in recruitments.

**Pros of AI in Recruitment**

AI can facilitate in screening huge data of application in faster and more efficient way compared to traditional way do by humans. This is important as processing and screening huge number of application must be done efficiently so that we didn’t miss the suitable candidate or special talent during the process. By setting certain characteristics or filters, AI tools can do the task in faster way and this can save time especially when there’s urgency in recruitment. For example, statistic of job application for civil engineer position in Works Ministry, Malaysia for 2019 shows from more than 17,000 applicants, only 2,575 candidates were shortlisted for interview to fill up 74 vacancies (Figure 1). Imagine how much time to consume if screening this huge number of has to be done manually. Nowadays, job seekers tends to put their profile online via business professionals social media such as LinkedIn and Monster. This makes scouting or headhunting process by HR managers easier as all this data and profile are available online. It is impossible for recruiters to analyze manually all this profile but it can be done with the help of AI technology. Nowadays, many company outsource their recruitment process to third party recruitment companies. This can save the operational cost of small companies as they didn’t have to invest in this AI recruitment technology.
companies will receive job application and using algorithm, do the job matching process so that right people are matched to the right jobs and the right companies. Example of factors used in creating job matching algorithm are educational background, job scope and also company culture. In this era of IoT, people are connected via internet anytime, anywhere without geographical constrain. Recruitment process also are not limited to local applicants but also international or worldwide. Job candidates may want to do further research on the company they interested to work with. Previously, communication via letter and phone calls are used and also emails during early era of internet. Today, a new technology in AI called chatbots are making this communication more efficient. Chatbots enable real-time personal engagement with candidates. Similar to virtual personal assistants such as Siri, and Google Now, chatbot uses natural language processing to understand messages and respond to it. There’s also companies uses this chatbot technology on interviews for recruitment process. Email, SMS, social media and messaging apps are communication channels that can use chatbot application to ease communication between applicants and companies without time and location constrain. Travelling across state or nation borders to attend job interviews is like gambling, as candidates will spend on travelling with uncertainty to get the job. With the IoT, the use of video interview are getting popular. Interviews can be done anywhere with good internet connection and this can save time and money. There’s also AI technology that can analyze body language pattern and facial expression during video interview. This can facilitate recruitment process as the candidate will become more relax and at the same time, the interviewer can analyze the interview recordings later and this can result in more accurate and efficient decision making process. In another way, this also eliminate the human bias factors during interviews. Another important point is, this recruitment process facilitated by AI tools and software will save time and lessen the job burden on certain HR managers. This means they can focus on other things and will contribute to the work effectiveness and also organization performance.

Figure 1: Recruitment Statistics of Civil Engineer for Works Ministry, Malaysia on 2019 (Source: Public Service Commission, 2019)
Cons of AI in Recruitment

Despite all the advantages of using AI in recruitment, one thing to highlight is, AI is not magic. It’s a program that rely on data and algorithm written by a programmer in order to perform task efficiently. The main thing for AI to do job matching, screening and analyzing pattern of applicants are huge amount of data. Without these amount of data, the results given by the AI assisted tools might not be as expected. So, there’s an issue of uncertainty of decision making as this mainly rely on data rather than human approach. There’re also concern that AI may ‘learn’ to duplicate human bias decision in the future. This can be happen due to ‘machine learning’ concept in AI where patterns of decision used by the human will be analyze and replicate from time to time and resulting in human bias type of decision made. Another thing is the skepticism in accepting AI technology. This may in the aspect of ‘human approach’ during face-to-face interviews that absent when conduction video interviews using AI. It is hard to explain this situation but most experienced interviewer always can see ‘something’ special from a candidate that are not visible in resumes and physical appearance. Currently, this kind of observation can’t be replicated by AI software.

Conclusion

To conclude, the role of AI in current recruitment trends is emerging. This is because the current job seekers are mostly Millennials that very critical in technology especially with IoT where social media are part of their life. There’re also a huge competition in job application as tertiary education nowadays are common. For example, in Malaysia owning a bachelor degree can be considered common among Millennials compared to the situation during the 80’s. This situation makes the job applicant pool become higher resulting in the needs of technology help
for screening and selecting the best candidates or talent that can drive an organization to reach their full potentials. There might be concern that AI will take over certain human jobs in the future, but whether we like or not, the technology of the world heading into AI application and whoever can’t catch up with technology update will be left behind.

References


Ashwani Kumar Upadhay, Komal Khandelwal, (2018) "Applying artificial intelligence: implications for recruitment", Strategic HR Review


SELFIE TOURISM CONCEPT AS A TOOL TO IMPROVE CITY BRANDING

Mohamad Hadi Prasetyo¹

¹Management Study Program
EKUITAS Business School, Bandung, Indonesia
(E-mail: hadi.pt@ekuitas.ac.id)

Abstract:
Cities in the world develop their tourism side and that is very important. One reason to visit a city is tourism destinations. Tourism itself inseparable part of human life, especially concerning social and economic activities. Hopefully this tourism can be developed in a community empowerment strategy through community-based tourism development. Changes in consumer behavior because of the development of information technology make it an opportunity to make sustainable innovation. Digital technology changes the face of the business world such as marketing activities. Technology has changed the way humans talk, communicate, act, and make decisions. Taking selfies and sharing them with social media has now become an important activity. In this case Bandung is the object of research. Bandung has a lot of tourism potential. Bandung is a city known as parisj van java and has many tourism destinations such as shopping tourism, nature tourism, culinary tourism, regional cultural tourism, and heritage tourism. All tourism destinations in Bandung must have a spot for selfies. Moreover, there are many tourism destinations in Bandung that only offer experience for selfies. From this idea that a special concept of selfie tourism is needed which impacts on the increasing branding of the city. This paper is aimed to describe the concept of selfie tourism as a tool to improve a brand of Bandung. The research method used in this study is a descriptive-explorative method. The results of this study are that cities that already have branding will have their own image for tourists. because Bandung has a distinctive tourism characteristic from other cities so it gives different memories. Every post uploaded on social media both photos and videos can be watched by many people. This is what makes every photo and video can be an information for everyone who sees it. This is what makes the branding of Bandung will automatically spread from posting uploads.

Keywords: Tourism, Selfie, City Branding.

Introduction
Technology in Indonesia was growing very rapidly, especially in the field of communication. These developments are marked by the number of smartphones that have sprung up with various specifications and interesting innovations offered by developers to meet the needs and productivity of its users. Smartphones are mobile devices that are run with certain operating systems that combine most functions on cellular phones. Some functions such as Personal Digital Assistant (PDA), audio players, digital cameras and camcorders, Global
Positioning Systems (GPS) receivers, and Personal Computers (PCs) contained in smartphones can support more modern computing and connectivity capabilities (Schmidt, 2009).

Smartphones are now widely used by people, ranging from young to old. Based on the research results of Yahoo! and Mindshare, which was conducted in mid-2013, was announced that around 41.3 million people were smartphone users in Indonesia. Even 39% of them consisted of young people or students ranging in age from 16 to 21. Smartphone users are very spoiled by the attractive features provided by smartphones, one of which is social networking. The use of smartphones is no longer just to communicate by simply calling or sending short messages (SMS), but also used to express themselves by selfie.

Selfie is part of narcissism (Putranto, 2014). Taking selfies and sharing them to social media to friends and followers, has now become a natural thing in everyday life. Almost all of us do that without having to think long. In the digital era like now, doing this is very easy, considering that there are many high-quality cameras that have been connected to the internet in their bags and bags. Thus, it allows people to publish images so that they can be seen directly by anyone and anywhere.

Tourists who visit a destination have their own experience of the destination, hoping tourists can feel satisfied and loyal (Prasetyo and Maulani, 2016). For example, Bandung offers not only a cool and beautiful atmosphere but also a variety of unique and Instagramable tourist attractions. Instagramable is a new word that has recently become popular among internet users. Instagramable comes from the words "Instagram" and "Able". Instagram is a social media commonly used to share photos and videos. While the word "able" means to be able, able, or capable. So Instagramable is something that can, is feasible, and is worth sharing with social media. That is why nowadays many tourist attractions are competing to make the design of places as innovative as possible to attract public interest.

Bandung is a city that has a lot of domestic and foreign tourism potential in various regions. Tourism is one of the important factors in economic development in Bandung. Tourism is a dynamic activity that involves many people and enlivens various business fields (Ismayanti, 2010). Bandung as one of the tourist destinations that has several types of tourism namely nature tourism, historical-heritage tourism, cultural tourism, special interest tours, culinary tours, religious tourism, shopping tours. This is an attraction for foreign and domestic tourists to visit Bandung. Of course to market each tourism object from each region is very dependent on the marketing communication strategy carried out by the local government, so that later the city can be easily recognized by tourists. Urban planning that has been made so far has not been enough to win the competition between cities (Karim, 2012). Bandung is known as Parisj Van Java. With the tagline "Bandung Juara", the mayor of Bandung make a lot of improvements. Improvements here seen from several things: the beauty of city planning, city administrative reform, as well as the development of smart city concept (Prasetyo & Maulani, 2018). Improvements a city park can be exemplified that many parks in the city of Bandung to change the concept and also green concept. Changes in greening with a garden by the concept of "thematic park". A concept which aims to improve the happiness of the residents and also tourists. The thematic concept also is educational and a lot of elements of entertainment for the visitors (Prasetyo & Maulani, 2018). Therefore, the concept of city branding arises in response to these conditions so that existing planning can not only be implemented but also lift and develop the distinctiveness of the city as a brand that has a high selling value. The aim is to
increase the attractiveness of the city itself in attracting potential resources capable of driving the development of the city. The establishment of city branding has been done for a long time in world cities, this is because many cities in the world have been prepared as tourism destinations that can be sold to local communities and the international community (Bungin, 2015).

City branding is part of urban / urban planning through various efforts to build differentiation and strengthen city identity in order to be able to compete with other cities in order to attract tourists, investors, reliable HR, industry, and improve the quality of relations between citizens and cities (Yananda & Salamah, 2014). According to Kotler and Armstrong (2014: 4) marketing is a process where companies create value for customers and build strong customer relationships in order to get value from customers in return. So that in building a city branding, a city must have a good planning and marketing strategy.

World development, especially in business, is strongly influenced by technology and information. The internet is claimed to be a better communication medium because of its versatility and superiority in targeting consumers (Shimp, 2010). Digital technology has changed the face of the business world a lot, including marketing activities. Although digital marketing does not include techniques and practices that fall into the category of internet marketing with ways to reach the target consumers who do not need internet (mobile technology). Technology has changed the way humans talk, communicate, act, and make decisions. Technology has become very effective in maximizing an organization's bottom line. Digital marketing is actually a promotional activity both for a brand or product using electronic media (digital). Tens of years ago, digital marketing media was very limited, called television or radio which can only convey information in one direction. Today, with the rapid development of digital technology and the wide acceptance of almost all levels of society, no doubt the digital marketing model is one of the main channels.

The internet does provide a lot of convenience in communicating with many people in a short time. One of the media that is often used to interact using the internet is social media. Currently there are 1.86 billion active social media users around the world. Every message uploaded on social media both photos and videos can be witnessed by many people, and this is what makes every photo and video can be an information for everyone who sees it. As well as uploading photos of natural tourism uploaded on social media, whether consciously or not, the photo or video is able to provide information, giving rise to attraction to the stage of action on the person who saw it. The presence of social media for the development of the tourism sector in a city is a blessing in itself. Social media is a forum for many people to show their existence, one of them is through selfies in a tourist spot. And with the presence of social media such as Instagram, Facebook and Twitter, displaying photos has its own space. Not a few also display photos of the tourist photographed profile. Indirectly with the large number of social media users who upload the travel photos into a promotion. No exception for tourism in Bandung which has been promoted by social media. So, the number of photos of a tourist area on social media can be an indicator of the city's tourism progress and also build a city branding for the city.
Literature review

Definition and concepts of marketing

According to Saladin (2007) marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and achieve market goals and objectives of the company.

According to Kotler and Keller (2016: 27) marketing is an organizational function and a series of processes to create, communicate, and provide value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders. Whereas according to Kotler and Armstrong (2014: 4) marketing is a process where companies create value for customers and build strong customer relationships in order to get value from customers in return. Marketing is a process to introduce what the company has to its target market (Paramitha, 2007). Referring to Paramitha, it is not only our products that must be introduced but also ourselves that must be introduced. ourselves here means Bandung, so it's not just a product from Bandung, but also what is in Bandung itself which is tried to be marketed.

So that from some of these opinions, it can be concluded that marketing is a system or series of processes in business activities to plan, communicate and provide value to customers to get reciprocity that can benefit an organization or company. The value of tourism destinations.

Marketing Tourism

The historical evolution of tourism marketing started in “marketing” focused on production and sales towards the marketing based on consumer-orientation and later on the societal or sustainability orientation (Palatkova, 2012).

Tourism in a country or region will be well known and have a good reputation in the eyes of tourists when running good marketing activities. Marketing in tourism has the task of planning to find market opportunities by identifying tourist desires so that tourists can get optimal satisfaction. According to Muljadi (2009) tourism marketing is an effort to identify the needs and desires of tourists, and offer tourism products according to the wishes and needs of tourists. Whereas according to Liga and Vanny (2015: 115) tourism marketing is:

"The system of mutual coordination carries out various policies for tourism industry groups, both individually and privately as well as government agencies. Both local, regional, national, or international to achieve tourist satisfaction."

According to Kotler and Bowen (2014: 11), that:

“Marketing for hospitality and tourism is the process by which companies create value for customers and society, resulting in strong customer relationships that capture value from the customers in return”.

City branding

City branding can be regarded as a regional strategy of both states and cities. This means that the region will strive to build a strong positioning in the minds of target consumers
City branding is part of urban / urban planning through various efforts to build differentiation and strengthen city identity in order to be able to compete with other cities in order to attract tourists, investors, reliable HR, industry, and improve the quality of relations between citizens and cities (Yananda & Salamah, 2014: 34). The decision about where to stay, where to go on holiday, where to do business or where to invest, mostly more use of rational and emotional feelings (Anholt, 2007). This is in line with what was said by Kavaratzis (2004), the main purpose of city branding and the results desired by the government of a city is to increase the inflow of tourists and investment. According to Sugiarsono (2009: 35) in realizing a city branding, for a city there are several criteria that must be met, including Attributes, Message, Differentiation, and Ambassador.

According to Sukmaraga and Nirwana (2016) City branding is an urban economic development tool borrowed from marketing practices by urban planners and designers and all stakeholders. City branding is also a process of brand formation through icons, slogans, events, exhibitions, and good positioning, in various promotional media (Purwianti & Lukito, 2014). Focus of City Branding is on the image of city itself. City Branding will describe a thought, feeling, association, and expectations that come from some people when they hear, see, and feel the concept (Prasetyo & Maulani, 2018). City Branding as a strategic management and coordination of economics, commercial, social, cultural, and government regulations (Moilanen & Rainisto, 2009).

So from some of the opinions above it can be concluded that city branding is part of an urban planning to build an image or brand to be able to compete with other cities with various promotional media. With the creation of a positive image of the city, it can be assumed that many tourists who will visit the area (Prasetyo & Maulani, 2018).

Methodology and Data

The research method used in this study is a descriptive-exploratory method. According to Sugiyono (2017: 35) descriptive method is a method used to determine the existence of independent variables, both only one variable or more without making a comparison of the variables themselves and looking for relationships with other variables. Whereas according to Arikunto (2006: 7) an exploratory method is research that aims to explore extensively about the causes or things that influence the occurrence of something. In this study, a descriptive-exploratory method is to explore and search deeply and then describe it clearly about the phenomenon of selfie in a city in a city that ultimately creates a city branding for that city.

Discussion on Empirical Results

The times and technological advances in this modern age are undeniable to have various influences on human life, especially those living in big cities. Various kinds of influences, both positive and negative, almost become commonplace in everyday life, especially if it has become a phenomenon and lifestyle. The presence of smartphones such as the iPod, iPhone and Android brings a new phenomenon among teenagers namely selfie. According to Ahmad (2013) selfie is a term for photographing yourself.
The word selfie has appeared on various social media and has been crowned from the Oxford English Dictionary’s 2013 as Word of the Year with the use of hashtags (#) on the word selfie which has increased to 17 thousand percent in the past year. Based on the TIME Magazine survey there are 1 million selfies uploaded every day. One Poll, which is one of the survey institutions in London, conducted interviews and trials for 2000 visitors who came to Samsung Electronics. From the survey results it was stated that around 17 percent of men do selfies, while women only 10 percent. However, as many as 57 percent of women uploaded their photos on social media, while in fact, in Indonesia men uploaded more selfies than women, and Bali became one of the cities in Indonesia with the most selfie uploaders (Hestya, 2013).

Photographs of camera shots of high-resolution smartphones are uploaded, and used as Display Pictures (DP) to social media that are being widely used, namely Facebook, Twitter, Instagram, Flickr and others. This method can easily channel the nature of narcissism within its users. The Oxford Dictionaries defines selfies as self-photos taken by oneself and usually uses a smartphone camera and webcam which are then uploaded to social networking sites. Based on BBC info, the outbreak of selfie actually did not start when the widespread use of smartphones, but it may have been done since the 1800s by using a mirror or using a self-timer. At that time it did not involve a single object like now but in large groups like taking pictures with friends or family even some of them doing creative ideas, for example by using a mirror to get the best picture of themselves.

Tourism in a country or region will be well known and have a good reputation in the eyes of tourists when running good marketing activities. Marketing in tourism has the task of planning to find market opportunities by identifying tourist desires so that tourists can get optimal satisfaction. Urban planning that has been made so far has not been enough to win the competition between cities (Karim, 2012). Therefore, the concept of city branding arises in response to these conditions so that existing planning can not only be implemented but also lift and develop the distinctiveness of the city as a brand that has a high selling value. The aim is to increase the attractiveness of the city itself in attracting potential resources capable of driving the development of the city. The establishment of city branding has been done for a long time in world cities, this is because many cities in the world have been prepared as tourism destinations that can be sold to local communities and the international community (Bungin, 2015: 82).

Implementing city branding in an area will influence the decision of tourists to visit it. Cities that already have branding or brands will have their own image for tourists because they have characteristics that distinguish them from other cities so that they provide different memories. This makes the question whether tourists will be satisfied or not with the implementation of the strategy. City branding was initially focused on city brand image (Merrilees, et al., 2012). City branding can be said as a strategy from an area both state and city. This means that the area will try to make a strong positioning in the minds of the target consumers. In this case the consumer means tourists.

With the formation of a positive city image, it can be assumed that many tourists will visit the area. This can happen because a positive image will make tourists’ expectations high enough and stimulate to visit the area. From tourist visits, behavior will arise from tourists who can express satisfaction or not. Where there will be a comparison between expectations that
exist in the minds of tourists with the performance contained in these product attributes. One of the most important business goals is how to satisfy consumers and also try to impress consumers. Customer satisfaction has become a central concept in marketing theory and practice where customer satisfaction occurs after consuming the products/services it buys (Kumala et al., 2010). All companies are competing to be able to satisfy their customers in various ways so that customers become satisfied and fulfilled their expectations because it refers to the theory that if customers are satisfied, consumers will buy more and continue to buy again (Dewanti et al., 2009). In this case, the customer is a visiting tourist.

With an indication that a tourist will share experiences and also be able to tell positive things about tourist visits to a place, it can be characterized that these tourists are quite satisfied with the city's city branding concept. The creation of consumer satisfaction will benefit producers of product or service providers because buyers feel fulfilled their desires and the need to repurchase and create loyalty to services received, besides that they will recommend to their relatives to use these products or services (Andalas & Kartika, 2015) Consumers who are satisfied with certain brands/products tend to buy back the brand/product when the same needs arise later (Sahiraliani, 2013). So basically here, tourists who feel satisfied or even loyal can do a brand advocate about the city of Bandung to their relatives. As a result there will be an information chain that is actually beyond the knowledge of the product provider (city government).

In this globalization era, the tourism sector will be the main driver of the world economy and become a globalizing industry. Tourism will provide a lot of income for regions that are aware of their potential for the tourism sector. Tourism development in Indonesia is in line with government programs in promoting tourism as an increase in foreign exchange outside the oil and gas sector. The tourism development program launched since 1988 is expected to be able to attract the presence of domestic and foreign tourists, which in turn will bring income to the country's finances. To attract visiting tourists, of course, requires a good marketing strategy. According to Saladin (2007) marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and achieve market goals and objectives of the company. Marketing in tourism has the task of planning to find market opportunities by identifying tourist desires so that tourists can get optimal satisfaction. According to Muljadi (2009) tourism marketing is an effort to identify the needs and desires of tourists, and offer tourism products according to the wishes and needs of tourists.

Digital technology has changed the face of the business world, including marketing activities. Although digital marketing does not include techniques and practices that fall into the category of internet marketing with ways to reach the target consumers who do not need internet (mobile technology). Technology has changed the way humans talk, communicate, act, and make decisions. Technology has become very effective in maximizing an organization's bottom line. Digital marketing is actually a promotional activity both for a brand or product using electronic media (digital). Tens of years ago, digital marketing media was very limited, called television or radio which can only convey information in one direction. Today, with the rapid development of digital technology and the wide acceptance of almost all levels of society, no doubt the digital marketing model is one of the main channels.
Bandung is the object in this study. Bandung is the capital city of West Java province which has a myriad of tourist attractions that make tourists not run out of ideas for places to visit, ranging from natural tourism, culinary to selfie tours. 2018 is a cool photo hunting trend to upload to social media. Entrepreneurs in Bandung see this phenomenon as an opportunity and create tourist attractions created to pamper visitors who want to take pictures. For this reason, Bandung also known as the City of Flowers, more and more places that offer selfie tours that attract public interest, especially tourists. The following are some selfie tours that can be visited while in Bandung:

1. Rabbit Town
   Rabbit Town is one of the selfie tourism locations in Jalan Rancabentang No.30, Ciumbuleuit, Cidadap District, Bandung City, West Java. Rabbit Town became one of the prima donna of selfie places in Flower City. There are a myriad of angles that can be so cool to capture through camera shots. Open at 10.00 WIB, some rides that can be your favorite photo spots are Lala Town Playground, Jungle Area, Love Light, and LA Store.

2. Candy House
   When choosing the South Bandung area to become a holiday destination, don't forget to stop by Candy House. A selfie place in Ciwidey offers a pink nuance that is equipped with giant candies. The place is packed and feels so girly. Only need to pay Rp. 20 thousand, in which there are several photographic areas, namely marshmallow heaven, candy light, candy box, and pillow candy. Every corner in Candy House is so beautiful and must be captured through camera shots.

3. This is Me
   This Is Me is a brand new selfie tour in Bandung that has several rooms to take pictures, there is a beauty room, a gym, a unicorn, and a ball bath. Inaugurated last November, the selfie tourist spot on Cihampelas Street is now a favorite for photo lovers. The excellent mainstay in this place is the feel of the photo like being on the edge of the beach. There is beach sand, large umbrellas, and other ornaments that make you feel like you are on a real beach.

4. D'Dieuland
   Nuanced outdoor, D'Dieuland can be called the only tourist spot in the Punculut region. With an area of 5,500 meters, you are guaranteed to be spoiled by the many photo spots here. Come in the morning or evening, because the hot sun will be quite stinging during the day and make your photos activities uncomfortable.

5. Centrum Million Balls
   If you want to get a different selfie, come to Centrum Million Balls. There is a giant swimming pool called Big Pool Party filled with orange plastic balls. The location is on Jalan Belitung.

6. Kampoeng Tulip
   Located in the Pasir Pogor Complex area, Banyu Biru Street, Kampoeng Tulip offers a Dutch-style photo booth. Established since 2015 ago, here you can take pictures by renting traditional Dutch clothes with style in some corners of the Netherlands.

7. Colourbox
   There are eight rooms with 18 photo spots in Colourbox. The location is on Jalan Raya Lembang, you only need to spend IDR 50 thousand to be able to take pictures in this area.

8. Farmhouse Susu Lembang
Here tourists will feel they are in a Dutch-style village. The photo spots offered are super numerous. The location is on Jalan Raya Lembang number 108.

9. Dago Dreampark
   Not only a selfie tourist spot, tourist attractions on Jalan Dago Giri Km 2.2 Mekarwangi are also interesting recreational places. These family attractions not only spoil both of their parents, but also children will feel comfortable visiting here.

10. China Town
    No need to fly to the Bamboo Curtain country to capture a Chinese-style photo. Just come to China Town. Here you will find very Chinese photo attractions.

11. Upside Down World
    The concept that presents a unique tourist spot, in the form of a photo tourist spot in this upside down room, is in fact able to suck people who are curious to come to this place, especially young people who exist in social media.

12. Amazing Art World 3D
    This place will make hunters unique and artistic photos become more real because they are specifically designed to satisfy tourists taking pictures with paintings or three-dimensional backgrounds. Biggest 3D photo indoor.

As explained earlier, there are currently 1.86 billion active social media users throughout the world. Each message uploaded on social media both photos and videos can be witnessed by many people, and this is what makes every photo and video can be an information for everyone who sees it. As well as uploading photos of natural tourism uploaded on social media, whether consciously or not, the photo or video is able to provide information, giving rise to attraction to the stage of action on the person who saw it. The presence of social media for the development of the tourism sector in a city is a blessing in itself. Social media is a forum for many people to show their existence, one of them is through selfies in a tourist spot. And with the presence of social media such as Instagram, Facebook and Twitter, displaying photos has its own space. Not a few also display photos of the tourist photographed profile. Indirectly with the large number of social media users who upload the travel photos into a promotion. No exception for tourism in Bandung which has been promoted by social media. So, the number of photos of a tourist area on social media can be an indicator of the city's tourism progress and also build a city branding for the city.

Conclusion

Digital technology has changed the face of the business world, including marketing activities. Technology has changed the way humans talk, communicate, act, and make decisions. Technology has become very effective in maximizing an organization's bottom line. The implementation of city branding in an area or city will affect the decision of tourists to visit it. Cities that already have branding or brands will have their own image for tourists because they have characteristics that distinguish them from other cities so that they provide different memories. Each message, both photos and videos uploaded on social media can be witnessed by many people, and this is what makes every photo and video can be an information for everyone who sees it. Moreover, the upload is a tourist spot in Bandung. With so many people in general will be helped to get to know Bandung in depth from the tourist upload. As well as uploading photos of natural tourism uploaded on social media, whether consciously or
(eISBN: 978-967-16859-3-8)
Seri Pacific Hotel, Kuala Lumpur, Malaysia

not, the photo or video is able to provide information, giving rise to attraction to the stage of action on the person who saw it. The presence of social media for the development of the tourism sector in a city is a blessing in itself. Social media is a forum for many people to show their existence, one of them is through selfies in a tourist spot.

References


SOCI-O-ECONOMIC AND LEGAL ISSUES AND CHALLENGES OF FOREIGN MIGRANT WORKER IN MALDIVES: A CASE STUDY OF CONSTRUCTION INDUSTRY IN MALE’

Mohammad Rauf

1Assistant Professor, Faculty of Law and Islamic Studies, Maldives National University. Republic of Maldives.

Abstract:
Foreign migrant workers have become an integral part of construction industries in Maldives, who have gradually become the main force and an indispensable component of development in the Maldives. A large numbers of foreign migrant workers are being recruited in the construction sector each year, because the national workers have no interest to carry out such works. This research paper evaluates the Socio-economic & legal issues and challenges faced by the foreign migrant workers, who are being recruited particularly in the construction industry of the Maldives. Therefore, the objectives of this study are to identify the factors that contribute to the increase in the numbers of foreign workers, the problems faced by the employers in employing foreign workers, and most importantly, the problems faced by the foreign employees in working here and the factors that drive the employers to employ foreign workers. On the basis of taking 100 migrant workers as sample to investigate, the paper analyses on integration status in respects of their survival, employment and other levels, and then gives the following countermeasures from four aspects: legal, social, economic and health. The randomly selected respondents who are working in the construction sector of the Male’ City and their employers have been taken into account. Therefore, the study was carried out using questionnaires forms which contain scale of 3 points. The data was analyzed and presented using pie charts and bar graphs. The present study aims to analyze the problems of construction workers in Male, Maldives in which the construction industries is booming at a vast proportion and thus, there are greater migration construction workers. That’s why there is a need to discuss the socio-economic and legal issues of Construction workers. The findings of this study indicate that the foreign workers are being ill-treated here in this country which is famous for beauty and is known as paradise of the world, due to inadequate legal mechanisms to monitor the actions of the employers and the poor implementations measures. In addition, their basic fundamental needs and rights are being violated, due to mistreatment done to the workers. One in ten of the construction workers spent most of their time with those from their own countries and only 10% spent any leisure time with Maldivian people. More than 79% of the respondents had not received any training in health and safety and for the remaining 21%
training that had been offered was generally limited to a short session at their induction. The most predictable and significant factor identified by the results is

constructability, integrated design and construction which needs much more effort and consideration in the Maldives construction industry and consequently, the recommendation suggests that the changes need to be brought to the paper law regulatory framework.

**Keywords:** paradise, Construction industry, foreign workers, socio-economic

---

**Introduction**

The definition of ‘foreign migrant worker’ used in this paper is taken from the International Labour Organization’s (ILO) definition of a ‘migrant for employment’. Foreign migrant workers are considered ‘regularly admitted’ or ‘regular’ when their entry and work activity comply with the immigration laws of the country in which they work. (ILO).

Labor migration is an important part of the current global economy (RMMRU Policy Brief 6, 2011). The construction industries in Maldives includes the construction of commercial and non-commercial buildings and engineering projects like roads, bridges, and utility systems. Construction includes both new construction and repairs. The building business and works of construction industries in Maldives have made incredible progress in recent years. The growth of the industry has also been subjected to increasing expatriate laborers in the country. In addition to the Maldivian population of approximately 451,738, there are about 70,000 foreign workers in Maldives, as well as 33,000 illegal immigrants, who make up about one-third of the total population(). The Maldives’ treatment of migrant workers is degrading enough for it to be called ‘modern-day slavery’. It is true that the construction sector is a very important sector in the economy of the Maldives and plays a prominent role in providing the basic infrastructure needed for socio-economic development. In this regard, it covers the construction of roads, highways, harbours, ports and building of houses, offices, schools and apartments, etc.

Article 23 (1) of the Universal Declaration of Human Rights states that everyone has the right to work, to free choice of employment, to just and favorable conditions of work and to protection against unemployment. This right to work and to just and fair condition of work is guaranteed by the chapter 2 of the Constitution of the Maldives 2008 as well. However, in the Maldives we see that foreign migrant workers face many social, economic & legal problems. They often enjoy little social protection. At the same time, they face inequalities in the employment and are vulnerable to exploitation and human trafficking. Though the construction industry in the Maldives includes both large and medium sized private employer organizations, and also public-sector employers operating in the sector, there had been number of companies throughout the country recruiting and providing employment to the foreign workers, but the majority of companies are located in Male’.

---

2 The definition of ‘foreign migrant worker’ used in this report is taken from the International Labour Organization’s (ILO) definition of a ‘migrant for employment’, as being ‘a person who migrates from one country to another with a view to being employed otherwise than on his or her own account’.
3 http://worldpopulationreview.com/countries/maldives-population/ 2.10.2019
Most construction companies hire foreign workers through local recruitment agencies, both for skilled technical jobs and unskilled labourer roles. Usually, the foreign labourers are from neighboring Bangladesh, Sri Lanka, Nepal, Philippines and India. However, the majority of workers are recruited from Bangladesh. With the large increase in expatriate labour force, the construction sector has also now become the single largest employer of the country’s expatriate labour force and therefore, the construction industry is one of the sectors that attracted a large number of foreign workers working at construction sites.

Statement of Problem

The foreign migrant worker or foreign employees who work in the construction sector are in an adverse position in workplace. The foreign laborers who are working in the construction industry in the Maldives are facing a number of socio-economic and legal challenges. However, foreign or locals, we live in one society, after the foreign migrates to our country, and on top of that we are humans, and all are same despite the fact that their native country is different from us. Notwithstanding, foreign laborers are saddled with the burden of removing social differences that exists between locals and migrant workers.

---

This social indifference has the result of maintaining the discrimination and ill treatment to the foreign worker, which is against the objective of Article 7 of the Maldivian Constitution. 

Irrespective of this, employers have legal and moral obligation towards protecting the rights of foreign workers in the workplace against unfair treatment. The sad truth is though the employers are burdened with this responsibility, they are not fulfilling their obligation towards the foreign workers recruited and working under them, in their construction companies. They are also not abiding by to the laws that protect rights of the foreign labourers. Undocumented migrant workers may not be willing to report a workplace injury because they are afraid of being reported to immigration authorities or losing their jobs and not being able to find another employer willing to take them on. Some workers are promised jobs to entice them to come to the Maldives, but are not given the same type of job when they arrive.

The annual reports, assessments and surveys conducted by national and international institutions over the past years is evident to prove that both the legal and institutional framework relevant to foreign migrant workers need to be reformed. Greater emphasis needs to be given to the foreign migrant workers in the legal system. Their rights need to be fully protected under the law. Therefore, the goal of this study is to analyze the regulatory framework of the Maldives in order to determine how well the socio-economic and legal rights of the migrant workers are protected.

**Literature Review**

One of the subsequent results of the disparity between labour force and employment opportunities is the high inflow of migrant workers into the Maldives, which is estimated to exceed a quarter of the total population (Technical Assistance Consultant’s Report, August 2012). Therefore, the limitations of inspecting mechanisms for migrant workers, which at the same time create exploitative work and living conditions for migrant workers and a heavy economic burden on the country, has been an area of concern by the Government of the Maldives.

According to a study on lifestyle of Bangladeshi workers in the Maldives (Lifestyle of Bangladeshi Workers in Maldives), the lifestyle of Bangladeshi workers will automatically become favorable when legality is ensured. The study showed 87% of the Bangladeshi workers stated that their work permit either expired or they were in the Maldives illegally after coming on a visit visa.

The protection of the rights of migrant workers has been the subject of increasing concern throughout the United Nations system. Hence, a large array of international instruments exists

---

Chapter 2, Article 7 (a) of Maldives Constitution: Everyone is entitled to the rights and freedoms included in this Chapter without discrimination of any kind, including race, national origin, colour, sex, age, mental or physical disability, political or other opinion, property, birth or other status, or native island.


230
to provide parameters for the regulation of International migration and standards for human and labour rights. This includes, International Human Rights Law, International Labour Organisation and United Nations Conventions concerning migrant workers which provides a complementary set of standards.\(^9\)

In a publication issued by the Government of the Maldives (Labour & Migration- issue 1, March 2016), the Government of the Maldives began work on reviewing the regulations governing employment agencies to strengthen labour recruitment practices in the Maldives. The Government of the Maldives also made initial steps in combating human trafficking issues in the Maldives by enacting Anti-Human Trafficking Act (Law No: 12/2013) and publishing a five-year National Action Plan on Anti-Human Trafficking in 2015.\(^10\)

**Aim of Study**

In the Maldives, migration and the economy are closely linked. Migrants dominate the workforce, and represent nearly one-third of the entire population. The present study aims to analyze the problems of construction workers in Male, Maldives in which the construction industries are booming at a vast proportion and thus, there are greater migration construction workers. That’s why there is an imminence need to discuss the socio-economic and legal issues of Construction workers.

**Scope & Area of the Study**

The present research work titled “socio-economic and legal issues and challenges of foreign migrant worker in Maldives: a case study of construction industry in Male” study in detail the various socio-economic, legal, health, and hygienic and safety equipment aspects of foreign migrant worker. The study depends on six important construction companies of Maldives. The study undertakes an in-depth analysis of foreign migrant worker and socio-legal awareness of labourer, transactional security and problems. It examines the legal challenges, origin and growth of migrant workers in Male. The study has been undertaken by random selection of six construction companies. It will prove to be highly useful for academic, businessmen, employee’s social worker and policy-makers, lawyer, young researchers and multinational companies.

**Research Objectives**

The objective of the study is to identify the factors that contribute to the increase in the numbers of foreign workers, the problems faced by the employees, and employers in hiring the foreign workers and the factors that drive the employers to employ foreign workers. The specific objectives are:

- To examine the standing of the ‘foreign migrant workers’ as a specific subject of protection in Maldivian legal framework.


➢ To study socio-economic and legal issues and challenges within the Migrant workforce in the Male.
➢ To establish strong relationship between employer and employee.

**Importance of the Study**

The Foreign migrant workers are important for the construction industries of Male thus, this paper explores importance in order to obtain greater understanding of foreign worker, and to define the socio-economic and legal challenges and opportunities that they face in Male’. Although foreign migrant worker is not a new phenomenon in itself, the importance of this study which looks for a new perspective on this matter have not been studied thoroughly yet, which makes the chosen research approach the most appropriate.

**Assessment & Purpose of Study**

The purpose of study is to improve the protection of migrant workers and to ensure that the needs of the labour market, revise its migration and foreign employment policies, including re-evaluating its quota system, increase awareness of arriving migrant workers of their rights and the obligations of employers and the government, disseminate information on how to seek assistance and increase the capacity of the government to collect and analyze data to assess its labour market needs.

**Assumptions & Hypothesis**

The hypothesis created in this study is descriptive research which has studied the present conditions of migrant worker that is, with the increase of migrant labor forces in the construction industry of the Maldives, the number of challenges and issues faced by them are increasing. Moreover, the legal mechanisms that are governing the foreign migrant workers are inadequate and failure to implement and enforce it by the employers and the government authorities, the basic fundamental rights of the foreign migrant workers are being violated.

**Research Methodology**

The problem statement in this paper is focused on both qualitative and quantitative analysis through survey methods, including questionnaire and a few interviews. Both primary and secondary data was collected for the purpose of this study. Secondary data have been collected from various sources including websites, newspapers, various published and unpublished article etc.

The level of this analysis will be on foreign migrant construction workers. It is necessary to get an in-depth knowledge about the entire possible foreign migrant construction industries worker, meaning that the descriptive research approach will be qualitative and quantitative in order to obtain greater understanding of foreign worker, and to define the challenges and opportunities that it faces in the study area.

**Questionnaire Design**

The research design is the conceptual structure of which the research has been conducted. The research is the overall configuration of a piece of the collected data.
The questionnaire consists of 20 questions which were grouped into 5 sections social, legal, economic, health & hygienic and safety issues. All questions were multiple-choice questions with 3 possible answer choices including yes/no/can’t say statements. The questionnaire has definite advantages of requiring a smaller time to be responded and more accuracy in the final outcomes. Factors affecting the labour issues in construction Industries were identified through the literature based on previous research, with input, revision, and modification by the researcher.

**Data Collection and Analysis Procedures**

This research is based on the survey designed to gather all necessary information in effective way. The survey presents a questionnaire which consists of twenty questions printed in a definite order on a form or set of forms. The respondent has answered the questions on available options. Objective type questions have been designed in survey. The results of survey has been shown in images graphs & pie chart. The questionnaire was designed on socio-economic and legal issues and challenges. Three-point scale has been used as: yes, no and can’t say. The data collected were analyzed for the entire sample.

**Data interpretation**

Quantitative data can be analyzed using a spread sheet program like Microsoft excels to calculate, calculate percentage of worker who responded in survey. Studied have been carried out on foreign migrant workers. Questions are related to socio-economic and legal issues in which the given options are Yes, No and can’t say.

**Limitation of Study**

The researcher usually come across many constraints and barriers in the course of his study. The present study on socio-economic and legal issues and challenges of foreign migrant worker in Maldives: a case study of construction industry in Male’ was not an easy task. During the course of present study, the researcher faced many problems which were resolved to the desired level; however, these were very cumbersome and time consuming. The following are the main limitations of the study:

1. The procedure to visit the place and collect the data was very complex.
2. In this study, the data that was collected with the help of questionnaires from selected respondents are taken due to time and cost constraints.
3. Few researchers have earlier conducted the research in the region on the foreign migrant worker in construction industries, there for it was difficult to get information about the same.
4. Majority of the employer do not maintain proper legal document of work timing, and socio-economic security Process. However, efforts on the part of the researcher was to managed and gather the adequate information as much as possible for the purpose of data analysis.

All the aspects relating to the foreign migrant worker in Maldives could not be covered in the present study and thereby leaving scope for further research in the field. However sincere efforts have been made by the researcher to make the study potentially meaningful which will serve as a milestone for further studies in the field.
Observation and Finding: Result

The questionnaires findings have been collected and presented under main categories which reflects the major themes discussed in the questionnaires. It is important to note that the migrant worker’s companies were selected by the researcher randomly. Finally, the fact that some of the informants had limited English language ability (with some being questionnaires through an interpreter) may have adversely affected the depth of their responses to the questionnaires questions, thus affecting the identification of underlying socio-economic and legal issues and challenges. This is a descriptive research which has studied the present conditions. The relevant data was collected based on foreign migrant worker. A majority 52% of construction workers are 18-30 age groups, 13% construction worker are 16-18 while 35% age groups of 30--55 are of construction workers.

The priority issues identified in study are social, economic & legal protection and promotion of human rights which importantly highlights the inclusion of migrants in the host country. Sometimes, there are evidences of discrimination and limited access to basic services to migrants and their families. It is also important to ensure obligations of migrants towards host country.

I: Legal Issues

Undocumented migrant workers may not be willing to report a workplace injury because they are afraid of being reported to immigration authorities or losing their jobs and not being able to find another employer willing to take them on. Some workers are promised jobs to entice them to come to the Maldives, but are not given the same type of job when they arrive. 92% of respondents are not aware of employment rights and protections guaranteed by the Employment Act of Maldives.
According to survey analysis 55% of workers have valid work visa, whereas 25% not having validity of work visa and 20% answered no. The 56% of respondents don’t have pass port with them, while 49% have written contract.

**Figure 3: Four Legal Issues**

Protection means elimination of exploitation and respect for basic human rights and rights at works of all migrant workers. Yet this is far from the case in practice. Majority construction workers do not have safety committee on the construction site.

**II: Social Issues**

The key to understand an economy is by studying the number of persons engaged in different economic activities. Most foreign laborers are employed in the construction industry, where there are 34260 of them. Second comes the tourism industry, which has employed 13488 expatriates. In the fishing industry there are 1103 foreign workers.\(^{11}\) It costs 10,000-12000 rufiyaa to rent a one room flat in Male due to which of majority 92% Construction workers are living up to 10 persons in one room in inhuman conditions.

---

\(^{11}\) https://en.sun.mv/8537
Figure 4: Kind of Laborers & Equipment’s

Construction Laborers
Laborers work on site to do the hard physical work; such as digging, building, unloading, clearing, and assisting craftspeople.

Construction Equipment Operators
In this type of job, expert drive or operate equipment and machinery such as; Excavator, Bulldozer & Trencher to build and repair roads, buildings, and more. The foreign workers were found to be valued in construction industries where they were employed; the survey found that the employers were dependent on this source of labour. The role played by foreign workers was widely expected to increase.
Figure 5: Social Issues

The graph shows 41% of respondents explain that employment agency promises a higher wage and a better job than what they were actually offered by the employer. 65% respondents works on site for 8-9 hours, while 13% workers work for 9-10 hours. and 5% construction workers are works for above 10 hours. Most of 89% respondents spent most of time with his own country propels.

III: Economic Issues

Foreign migrant workers always face economic issues in getting equal treatment with that of other workers. First and foremost, foreign workers often do not get their salary on time due to the inefficient arrangement of their employers.
Only 15% of the workers had any prior construction experience while working in their home country, although three quarters had worked exclusively in construction since coming to the Male. 44% employment agency promise worker a high wage and a better job than they were actually offered by the employer. All of the employers, suggested that foreign migrant construction workers were required because of the current skills shortage in the Male. However, they went on to add that, essentially, migrant workers were cheap, flexible and had a different, more positive attitude to work. The wages of construction workers range from 44% in the range $300, 28% are in the range of $350 and 8% are of more than $350.

IV: Health and Hygienic Issues

Migration is a social determinant of health that can impact the health and well-being of individuals and communities. The construction industry has one of the highest incident rates of psychosocial health problem such as stress, fatigue & burnout. Migration can improve the health status of migrants and their families by escaping from persecution and violence, by
improving socio-economic status. Undocumented workers are usually deprived entirely of legal protection and are therefore highly vulnerable to exploitation. However, documented worker also faces problems.

The above graph shows around 89% of respondents are not satisfied with the current accommodation in Male. Moreover 67% are not satisfied with the quality of life and round 50% of respondent subjects discussed their health problems, more than 50% of the respondents do not have regular medical checkup, while they practiced common medicines (without the prescription of Doctor) for their illness.

Labour workers may be housed in unsanitary conditions, which are especially dangerous for health. If the company provides food for its employees, it is often low quality. With many male worker living together in the same facility, important items such as showers and toilets may break down, which may go against the essence of Article 37 (b) of Maldives Constitution. Migrant workers are also subject to harsh conditions on the job, such as working in extreme weather for long hours with no breaks, thus violate Article 37(c) of Maldives Constitution. The sanitation and hygiene of the construction site remains unsatisfactory. Foreign migrant workers can be exposed to many risk factors during their working life and they therefore face an

---

12 IOM Maldives Country Promme, 2017: International Organization for Migration(IOM), the UN Migration Agency
13 Article 37 (b) of Maldives Constitution (2008) enshrines that “Everyone is entitled to just and safe conditions of work, fair wages, equal remuneration for work of equal value, and equal opportunity for promotion.”
14 Article 37 (c) of Maldives Constitution (2008) prescribes that “Everyone has the right to spend time on rest and leisure, including limits on hours of work and periodic holidays with pay.”
increased risk of developing health problems. To prevent ill health among construction workers, it is important that effective measures are taken by both employers and workers.

V: Safety Equipment

Safety in construction sites is needed to be highly considered in order to reduce the risk of being injured at work. Safety is also identified as one of the major factors affecting the image of the company.

Graph, shows 76% of company does not hold regular “toolbox” safety meetings. 69% of the workers had gained any prior construction experience while working in their home country. Most of workers have no prior construction experience, so employer have responsibility to launch a multilingual safety initiative to reduce the number of site accidents. Thus most of the company started a 10-20-minute discussion, which were in Bengali, Hindi and Hhiveli. 21% respondents are satisfied with the safety measures at work place.
Conclusion and Recommendation

From analyzed results about obtained data by the researcher and literature materials, it can be seen that Construction is one of the industries with the highest projections for new employment opportunities. Positions vary ranging from unskilled laborer and helper jobs to roles that require extensive training, education, and skills. However, the problems related to the employment of foreign workers are numerous. Migrant workers come to the Maldives in search of jobs. They face challenges that are not present for native workers. Many of them do not have the required paperwork to stay in the country legally, so they face the constant threat of deportation. If government want to change their situations, there is a need to improve the level of social integration, society and then the migrant workers must be allowed work together to make them realize the fruits of welfare policies.

Therefore, assessments of the major problems faced by the foreign laborers and with what their employer’s say in this regard are done. To achieve this, the views and personnel experiences of the randomly selected respondents who are being working in the construction sector of the Male’ City and their employers are being taken into account.

The most predictable and significant factor identified by the results the worsening condition of worker, which needs much more effort and consideration in the Maldivian construction industries. This confirms the significance of applying this concept to the construction industry and asserting the pivotal role of the good and smooth relationship between employer and employee in process. Thus the employer should provide strong assistance and support regarding health and socio-legal issues of their workers in order to secure that the migrant construction workers are safe and secure, and also able to access their basic rights.

Reference


Abstract:

Basically all goods and services traded are taxable goods and taxable services, so they are subject to Value Added Tax (PPN), except for the types of goods and services as stipulated in article 4A of Law No.8 of 1983 concerning Value Added Tax on Goods and Services and Sales Tax on Luxury Goods as amended several times, the latest by Law No.42 of 2009. This research was conducted at PT VNP which aims to find out how the presentation of operating income and non operating income in the income statement, how to report Value Added Tax Period SPT and how to implement equalization between income statements with the report on Value Added Tax Period SPT in 2017. This study discusses the presentation of operating income and non operating income along with the reporting of the Value Added Tax Period SPT that is correct. Furthermore, the implementation of equalization is the difference between turnover in the income statement and the Value Added Tax Period SPT. Value Added Tax (VAT) is the tax imposed on each value added of goods or services in circulation from consumer producers. This tax is collected through a Tax Invoice at a single rate of 10% of the Tax Base (DPP). However, in VAT Value Added Tax) there are several facilities provided by the government for certain business sectors. This research was conducted at PT RAI which aims to find out how the calculation of Value Added Taxes includes how Tax Invoice issued to consumers, depositing Value Added Tax on the delivery of strategic Taxable Goods as well as, reporting on import Value Added Taxes related to Value Added Tax Facilities freed from import of feeder cattle at PT RAI.This study disc usses the special treatment in the form of Value Added Tax facilities for imported calves at PT RAI. The problem that arises is when PT RAI issues a tax invoice with a special stamp of Value Added Tax facilities discussed in the calculation of Value Added Tax, there is no obligation to make a deposit but PT RAI still has to report every month despite obtaining the Value Added Tax facility exempt from delivery and / or import of cattle is going. Based on the results of the study, it can be concluded that PT RAI has carried out its obligation to carry out periodic reporting every month but there was an error in giving a stamp that this happened because PT RAI staff were lacking so PT RAI had to issue a Replacement Invoice with a stamp in accordance with applicable regulations.

Introduction

The existence of globalization in the economic field has had such a huge impact on some countries, one of which is Indonesia, with the globalization of the economy such as the
ASEAN economic community making trade in the ASEAN region easier and more productive. But in addition to having a positive impact, globalization in the economic field has a negative impact including the increasing competitiveness of business actors both from the same country and from different countries in all business fields. Seeing this concern, the Indonesian government also provides facilities for businesses in Indonesia which are expected to help increase productivity and sales at prices that are in line with the market so that business people in Indonesia can compete with business people from various countries. Even this has a good impact on the country because with the increase in the level of productivity of business people it will also increase state income from one source of income, namely from the tax sector.

Related to the facilities provided by the government to business actors is the existence of special treatment in the form of Value Added Tax (PPN) facilities released and not collected. Value Added Tax (VAT) is one type of tax that has a close relationship with business actors. Value Added Tax (VAT) exists in every transaction carried out by everyone whether it is done by taxpayers or non-taxpayers, they must still pay for it. Therefore, with the special treatment in the form of VAT facilities being released and not collected, it is very petrifying for businesses so that they do not need to pay VAT for the transactions they do, but to get special treatment is not easy. The perpetrators must fulfill several conditions, one of which is the product they sell is classified into taxable goods of a strategic nature and / or goods not subject to taxation and / or services not taxable.

This happened to PT RAI, which is a company that runs a cattle feedlot business whose raw materials are obtained from abroad, namely Australia. PT RAI is one of the many companies that have entered the classification of business actors who receive special treatment in the form of VAT facilities released, this occurs because the products sold by PT RAI are classified as taxable goods of a strategic nature. So with the acquisition of special treatment in the form of VAT facilities released there will certainly be several accounts in the financial statements affected, besides that despite getting the VAT facility released PT RAI must keep reporting it on Notification Letter (SPT) of VAT Period, whether reporting SPA the special treatment in the form of VAT facility was released which was carried out by PT RAI in accordance with applicable regulations. In this final project the author focuses on research for the period of 2016, but for the case of imports focused on January - June, while for domestic sales in January alone, this is because the data obtained are quite different so that there is a difference in the month of research. Therefore, based on the problems that arise after obtaining special treatment as described above, the author is interested in conducting research under the title "SPECIAL TREATMENT FOR VAT FACILITIES IS FREE TO PT RAI (Transaction Case Study in January 2016)".

Identification of problems
1. How is the calculation of Value Added Tax (VAT) on imports related to the special treatment in the form of Value Added Tax (PPN) facilities released?
2. How is the deposit of Value Added Tax (PPN) related to the special treatment in the form of Value Added Tax (PPN) facilities released?
3. How is the VAT Period SPT reporting related to the special treatment in the form of Value Added Tax (PPN) facilities released?
Literature Review

Tax according to Article 1 number 1 of Law No. 6 of 1983 as lastly amended by Law No. 28 of 2007 concerning general provisions and procedures for taxation are "compulsory contributions to the state owed by individuals or entities that are compelling based on the Law, with no direct reciprocity and used for the state's needs for the greatest prosperity of the people"

The tax collection system is a method used to calculate the amount of a person's tax to be paid to the country he occupies. There are 3 types of collection systems, namely the official Assessment system, the self assessment system, and the holding system, but what is implemented in Indonesia is the self assessment system.

One type of tax that exists in Indonesia and is very inherent in our daily lives, namely Value Added Tax (VAT). VAT is a tax imposed on each value added of goods or services in circulation from producers to consumers.

Based on VAT Law No. 42 of 2009 article 4, the VAT object consists of:

a. delivery of Taxable Goods in the Customs Area carried out by the Entrepreneur;
b. import of Taxable Goods;
c. delivery of Taxable Services in the Customs Area carried out by Entrepreneurs;
d. utilization of Intangible Taxable Goods from outside the Customs Area within the Customs Area;
e. utilization of Taxable Services from outside the Customs Area within the Customs Area;
f. export of Tangible Taxable Goods by Taxable Entrepreneurs;
g. export of Intangible Taxable Goods by Taxable Entrepreneurs; and;
h. export of Taxable Services by Taxable Entrepreneurs.

In Value Added Tax (PPN) there are facilities provided by the government with various objectives including to meet the needs and maintain economic stability in Indonesia, the VAT facility implemented in Indonesia in accordance with PPN Law No. 42 of 2009 consists of 3 types, namely:

a. Not subject to VAT (Article 4A of Law No. 42 of 2009)
b. VAT is not collected (Article 16B of the PPN Law No. 42 of 2009) on the delivery of Taxable Goods (BKP) or Taxable Services (JKP), the Input Tax (PM) paid can be credited.
c. VAT was released (Article 16B of the PPN Law No. 42 of 2009) on the delivery of Taxable Goods (BKP) and Taxable Services (JKP), the Input Tax (PM) paid cannot be credited.

While Income Tax (PPh) Article 22 is tax collected on the delivery of goods / services, imports and other business fields.

Which is the object of pph 22 collection include:

a. Imported goods
b. Payment of goods purchased by the Directorate General of Budget, Treasurer of the Government both at the Central and Regional Government levels
c. Payment of goods purchased by State-Owned Enterprises and Regional-Owned Enterprises whose funds are from state expenditure and / or regional expenditure
d. Sales of domestic products made by business entities engaged in the cement industry, cigarette industry, paper industry, steel industry and the automotive industry
e. Sales of production carried out by Pertamina and business entities other than Pertamina which are engaged in premix and gas fuels.

f. Purchase of materials for industrial or export industrial purposes and exporters engaged in the forestry, plantation, agriculture and fisheries sectors of collecting traders.

g. Sales of the ranks that are classified as very luxurious,

Discussion and Conclusion

PT RAI is a company engaged in cattle fattening farms or commonly referred to as cattle feedlot companies, which are then resold to sellers of beef cattle or factories that make canned food. PT RAI is located at Jalan Cisanggiri V No. 4 RT / RW 005/04 petogogan village, Kebayoran Baru Subdistrict, South Jakarta.

Before making sales transactions to beef cattle agents or canned food factories, PT RAI purchases supplies to cattle farmers in Australia with good quality. After conducting the transaction, the cows will be sent to Indonesia by sea, which will then be taken at Tanjung Priok Port. PT RAI must complete the Customs and Excise document and complete the tax administration in the form of Value Added Tax (VAT). imports as well as article 22 import Income Tax (PPh) which will then be paid by PT RAI.

Income Tax Article 22 imposed on PT RAI constitutes the PP 22 on behalf of the payment of the tax that is directly carried out together with the payment of Value Added Tax (VAT) over prior collection of goods at the port, while Value Added Tax (VAT) for the distribution of tax due to strategic taxation of cattle is not necessary to collect Value Added Tax. VAT) on the sale because it gets special treatment in the form of VAT facilities released, along with calculation, deposit, reporting and different from the VAT Period SPT report that gets the VAT facilities released and which does not get facilities.

Calculation of Taxes Added Value (VAT)

Table of import transactions of PT RAI
In carrying out the PT RAI feedlot business conducting transactions with Australian countries to meet the availability of consumer goods, the transaction was PT RAI subjected to 2 types of taxpayers' top 22 import and import VAT. However, for the import VAT of PT RAI, the PPN facility was freed due to the object or the tax plots that were imported by PT RAI from the illegal debt in the Taxable Goods (BKP) were strategic.

The following transaction data on purchase of installments are carried out by PT RAI:

<table>
<thead>
<tr>
<th>Month</th>
<th>Unit</th>
<th>Price of Unit</th>
<th>Quarantine and Import Duty</th>
<th>Amount of VAT</th>
<th>Import Tax</th>
<th>Income Import</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2599</td>
<td>13,747,340</td>
<td>35,729,337,101</td>
<td>2,217,769,000</td>
<td>37,947,106,101</td>
<td>Rp. 525,288,000</td>
</tr>
<tr>
<td>February</td>
<td>2148</td>
<td>14,164,043</td>
<td>30,424,364,023</td>
<td>1,857,120,000</td>
<td>32,281,484,023</td>
<td>Rp. 807,037,100</td>
</tr>
<tr>
<td>March</td>
<td>1419</td>
<td>14,455,641</td>
<td>20,512,554,678</td>
<td>1,171,605,000</td>
<td>21,684,159,678</td>
<td>Rp. 542,103,991</td>
</tr>
<tr>
<td>April</td>
<td>1000</td>
<td>13,380,884</td>
<td>13,850,883,766</td>
<td>1,212,844,000</td>
<td>15,063,727,766</td>
<td>Rp. 376,593,194</td>
</tr>
</tbody>
</table>
PT RAI sells its inventory in the form of domestic feeder cattle to both individuals and entities. For the sales transaction, PT RAI should have an obligation to collect VAT on domestic donors. However, because the object or goods sold are classified as goods, why is it not strategic? PT RAI got the VAT facility released.

The following recapitulation data on the sale of domestic cows in transactions in January 2016:

### Recapitulation Table of Cattle Sales

<table>
<thead>
<tr>
<th>Name of User</th>
<th>Unit</th>
<th>Weight</th>
<th>Amount Price</th>
<th>Total Sales</th>
<th>VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>H AdiWarsitoh</td>
<td>292</td>
<td>130.690</td>
<td>19,599.093</td>
<td>5,722,935,156</td>
<td>0</td>
</tr>
<tr>
<td>H Abdullah Faqih</td>
<td>38</td>
<td>17.235</td>
<td>19,956.203</td>
<td>758,335,714</td>
<td>0</td>
</tr>
<tr>
<td>Andy Trianto</td>
<td>157</td>
<td>69.814</td>
<td>19,565.618</td>
<td>3,071,802,026</td>
<td>0</td>
</tr>
<tr>
<td>H Ahmad Ibnu Atho</td>
<td>278</td>
<td>122.392</td>
<td>19,283.405</td>
<td>5,360,786,590</td>
<td>0</td>
</tr>
<tr>
<td>H Amat Rachmat</td>
<td>128</td>
<td>56.369</td>
<td>19,375.976</td>
<td>2,480,252,928</td>
<td>0</td>
</tr>
<tr>
<td>H Mahidin</td>
<td>216</td>
<td>95.512</td>
<td>19,367.806</td>
<td>4,183,446,096</td>
<td>0</td>
</tr>
<tr>
<td>H Tohir</td>
<td>122</td>
<td>54.610</td>
<td>19,695.557</td>
<td>2,402,857,954</td>
<td>0</td>
</tr>
<tr>
<td>PT Halal Toyyiban Food</td>
<td>24</td>
<td>11.401</td>
<td>20,901.467</td>
<td>501,635,208</td>
<td>0</td>
</tr>
<tr>
<td>Yansen Alexander</td>
<td>354</td>
<td>154.152</td>
<td>19,073.048</td>
<td>6,751,858,992</td>
<td>0</td>
</tr>
<tr>
<td>Bumi Agri Citra</td>
<td>8</td>
<td>3.603</td>
<td>19,817.173</td>
<td>158,537,384</td>
<td>0</td>
</tr>
<tr>
<td>PT RAI</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Dead Cow</td>
</tr>
</tbody>
</table>

Even though PT RAI obtained the facility in the form of VAT, both for delivery and / or import, but when importing goods and / or surrender strategic taxable goods in the form of cows belonging to PT RAI livestock, they still have an obligation to issue VAT invoices as the invoice issued by the company can not get the facility to issue VAT invoices, except that at the bottom right next to the barcode there is a stamp that says "VAT IS RELEASE ACCORDING TO PP NUMBER 146 OF 2000 AS HAS BEEN CHANGED BY PP NUMBER 38 OF 2003".

### Depositing Tax Added Value (VAT)

In carrying out the feedlot activities of PT RAI cattle has imported cattle to be used as inventory to meet consumer demand, when PT RAI imports it, PT RAI will be charged some administrative fees in the form of payment of Import Duty and Article 22 Income Tax so that it can take imported, PT RAI must make deposits in advance, while for import VAT, PT RAI has no obligation to deposit because cows are strategic taxable goods. This is different from the VAT for domestic surrender that the VAT can be deposited no later than the end of the following month. Depositing of VAT can be done through a post office or bank that has been appointed by the government, amounting to the nominal stated in the Goods Import Declaration (PIB). Whereas for VAT on the surrender of domestic PT RAI cattle getting special treatment in the form of VAT facilities was released so that PT RAI did not need to deposit VAT on domestic sales or surrender transactions.
Reporting VAT Period SPT

Although PT RAI obtained special treatment for free VAT facilities and included tax on impregnated VAT, PT RAI still had the obligation to report the Value Added Tax (VAT) SPT by using the VAT Period Tax Return form. VAT SPT is a Value Added Tax report form and Luxury goods sales tax (PPnBM) that must be filled and reported by Taxable Entrepreneurs and generally delivered every month reported by Taxable Entrepreneurs and generally delivered every month. Even though the VAT Period SPT reporting can already be done electronically, but PT RAI still uses the manual method namely as follows:

a) PT RAI takes the form of the VAT Period Tax Return every month for the Pratama Tax Service Office in Kebayoran Baru 3.

b) Completion of VAT Period Returns
   1. PT RAI fills in the Notification Letter in Indonesian using Latin letters, Arabic numerals, rupiah units, and signs and submits to the office of the Directorate General of Taxes where Taxpayers are confirmed.
   2. Completion of VAT SPT must be completed completely, correctly and signed by the president director of PT RAI.
   3. The VAT Period Tax Return must be completed in full, in the form of an attached statement, the SPT which is not complete is considered never delivered.

c) Submission of VAT Period SPT
   PT RAI delivered the VAT Period Tax Return to the Pratama Tax Office (KPP) Kebayoran Baru Tiga

Discussion and Analysis

In the author's paper, it will discuss the problems that are found in Chapter I with the data obtained from PT RAI, so that it can be known whether PT RAI has made an obligation and has access to applicable regulations.

Calculation of VAT on PT RAI's trip

In carrying out the PT RAI feedlot business conducting transactions with Australian countries to meet the availability of consumer goods, the transaction was PT RAI subjected to 2 types of taxpayers' top 22 import and import VAT. However, for the import VAT of PT RAI, the VAT facility was freed due to the object or the tax plots that were imported by PT RAI from the illegal debt in the Taxable Goods (BKP) were strategic.

The following transaction data on purchase transactions are carried out by PT RAI:

Calculation Method:
a. Import VAT
   1. Month of January
      Rp. 37,947,106,101 x 0% = Rp. 0
   2. February
      Rp. 32,281,484,023 x 0% = Rp. 0
   3. March
      Rp. 21,684,159,678 x 0% = Rp. 0
4. April  
   Rp. 15,063,727,766 x 0% = Rp. 0  
5. May  
   Rp. 8,048,204,232 x 0% = Rp. 0  
6. June  
   Rp. 54,571,303,649 x 0% = Rp. 0  

b. Income Tax 22 Imports  
1. Month of January  
   Rp. 525,288,000  
2. February  
   Rp. 32,281,484,023 x 2.5% = Rp. 807,037,100  
3. March  
   Rp. 21,684,159,678 x 2.5% = Rp. 542,103,991  
4. April  
   Rp. 15,063,727,766 x 2.5% = Rp. 376,593,194  
5. May  
   Rp. 412,060,000  
6. June  
   Rp. 293,472,000

Transaction table for local sales
PT RAI sold its inventory in the form of domestic feeder cattle to both individuals and entities, for the sales transaction PT RAI should have an obligation to collect VAT for domestic surrender. then PT RAI gets the VAT facility released.
The following are summary data on domestic cattle sales in transactions in January 2016

**Table of Recapitulation on Sales**

<table>
<thead>
<tr>
<th>Name Of User</th>
<th>Unit</th>
<th>Weight</th>
<th>Price Amount</th>
<th>Total Sales</th>
<th>VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>H AdiWarsitoh</td>
<td>292</td>
<td>130.690</td>
<td>19.599.093</td>
<td>5.722.935.156</td>
<td>0</td>
</tr>
<tr>
<td>H Abdullah Faqih</td>
<td>38</td>
<td>17.235</td>
<td>19.956.203</td>
<td>758.335.714</td>
<td>0</td>
</tr>
<tr>
<td>Andy Trianto</td>
<td>157</td>
<td>69.814</td>
<td>19.565.618</td>
<td>3.071.802.026</td>
<td>0</td>
</tr>
<tr>
<td>H Ahmad IbnuAtho</td>
<td>278</td>
<td>122.392</td>
<td>19.283.405</td>
<td>5.360.786.590</td>
<td>0</td>
</tr>
<tr>
<td>H AmatRachmat</td>
<td>128</td>
<td>56.369</td>
<td>19.375.976</td>
<td>2.480.252.928</td>
<td>0</td>
</tr>
<tr>
<td>H Mahidin</td>
<td>216</td>
<td>95.512</td>
<td>19.367.806</td>
<td>4.183.446.096</td>
<td>0</td>
</tr>
</tbody>
</table>
Calculation VAT in the country:

1. H Adi Warsitoh
   Rp. 5.722.935.156 x 0% = Rp 0

2. H Abdullah Faqih
   Rp. 758.335.714 x 0% = Rp 0

3. Andy Trianto
   Rp. 3.071.802.026 x 0% = Rp 0

4. H Ahmad Ibnu Atho
   Rp. 5.360.786.590 x 0% = Rp 0

5. H Amat Rachmat
   Rp. 2.480.252.928 x 0% = Rp 0

6. H Mahidin
   Rp. 4.183.446.096 x 0% = Rp 0

7. PT Halal Toyyiban Food
   Rp. 501.635.208 x 0% = Rp 0

8. Yansen Alexander
   Rp. 56.751.858.992 x 0% = Rp 0

9. Bumi Agri Citra
   Rp. 5.722.935.156 x 0% = Rp 0

10. PT RAI
    Rp. 19.817.173 x 0% = Rp 0

PT RAI is one company that gets special treatment in the form of Value Added Tax (VAT) facilities. So that when importing goods and / or handing over strategic taxable goods in the form of cows which are classified as livestock, the criteria are regulated in PMK No. 5 / PMK. 010/2016, PT RAI has no obligation to pay and collect Value Added Tax (VAT). However, with these facilities PT RAI still has an obligation to issue VAT invoices as well as invoices issued if a company that does not get a facility issues a VAT invoice, only at the bottom right next to the barcode there is a stamp that reads "VAT IS RELEASE ACCORDING TO PP NUMBER 146 OF 2000 AS HAS BEEN CHANGED BY PP NUMBER 38 OF 2003"
When conducting a transaction, PT RAI is obliged to issue a Tax Invoice with transaction code 08, namely the transaction code specifically made for transactions that are submitted and / or imported to get the VAT facility released, this is stated in PER-24 / PJ / 2012. But the stamp contained in the tax invoice issued by PT RAI is not appropriate, because PP No. 38 of 2003 discusses certain taxable goods for which VAT is released and / or imported. Whereas, cows sold by PT RAI are strategic taxable items listed in PP 81 of 2015, so PT RAI should get a stamp that reads "VAT IS FREE AS PP 81 OF 2015".

With the findings as above, PT RAI should issue a replacement tax invoice because of an error in the stamp stated and request a stamp in accordance with the goods delivered, so that PT RAI can carry out tax obligations in accordance with the applicable rules.

**Depositing Taxes Added Value (VAT)**

In the management activities PT RAI has implemented a proposal to provide consumer demand, when PT RAI implemented the PT RAI procedure, it will use several costs of capital payments and import taxation, so that it can take care of PT RAI's actions, whereas PT RAI's import VAT does not have the obligation to provide strategic taxpayers. Whereas for VAT on the delivery of PT RAI's domestic offices, getting special treatment for VAT facilities was released so that PT RAI did not report the VAT or transaction sales or surrender in the country.

**Reporting VAT Period Notice**

Although PT RAI obtained special treatment for free VAT facilities and included tax on impregnated VAT, PT RAI still had the obligation to report the Value Added Tax (VAT) SPT by using the VAT Period Tax Return form. The VAT period SPT is a formulation of the Tax Increment Value Report or Luxury Goods Sales Tax (PPhBM) that must be reported by the Tax Entrepreneur and in the general report submitted every month.

PT RAI has reported VAT Period Tax Returns every month for Primary Tax Payments for New Taxes before past reporting period.

**References**

Arfy, Nana. "Income tax article 22". Saturday, December 5, 2015.
https://natanedan.wordpress.com/2012/06/15/245/
Widia, I Nyoman. "Value added tax facilities". June 4, 2009
https://inwdahsyat.wordpress.com/2009/06/04/fasilitas-pajak-pertambahan-nilai/"Payment planning and reporting".
http://www.akuntansilengkap.com/pajak/3-sistem-pemungutan-pajak-lengkap/
http://www.pratama.co/tata-cara-pembayaran-dan-pelaporan-ppn"Payment procedures and VAT reporting". February 14, 2014
http://www.wibowopajak.com/2012/01/pengertian-surat-setoran-pajak.ht
THE COMMUNITY’S INSIGHT OF CELEBRITY ENDORESEMENT AND PRODUCT QUALITY ON PURCHASE DECISION BEHAVIOUR

Terra Saptina Maulani¹, Rizki Aditya Pratama²

¹Sekolah Tinggi Ilmu Ekonomi Ekuitas. (E-mail: terra.saptina@ekuitas.ac.id)
²(E-mail: rzadityaapr@gmail.com)

Abstract:
The technology is currently growing rapidly. It’s application making the communication tool as one of the main requirements. Nowadays, the smartphones are not only used for communication but also being developed of the tools in the Electronic Sports (esport). The development of games based on smartphone technology such as mobile legend, AOV, and PUBG, etc. It can encouraging the esport community to grow, especially in big city cities in Indonesia. The smartphone companies are currently competing to develop the quality of smartphone products, and collaborating with some celebrities to promote their products. The purpose of this study to determine the influence of celebrity endorsement (X1) and product quality (X2) which are the independent variables on purchase decision behaviour (Y) as dependent variable from the mobile esport community’s insight. This study is a quantitative research using descriptive and verificative analysis. 100 questionnaires have been distributed to the members of mobile esport community as a data collection tool. The study result show, most of them know the smartphone products not from advertisements but the review on internet platform. The celebrity that was endorses by company also fit of the products image. The main reason for buying smartphone is easy to operating the products. There’s the influences of celebrity endorsement and product quality simultaneously on smartphone purchasing decisions.

Keywords: Celebrity Endorsement; Quality Product; Purchase Decision; Behaviour; Community; Esport

Introduction
Nowadays, The technology is growing rapidly. the phone not just as a tool has the basic functions as a communication tool, but also it can be used for a variety of things supported by Internet technology. There are 10 countries with the largest number of internet users in the world.
Based on the figure 1 above, Indonesia is one of country with the largest number of internet users, number 5 in the world. The internet is not only accessed on PCs, but also on smartphones. As times goes on, many people who use smartphones are not only a lifestyle but become a primary need. Most of the activities of the Indonesian people use the internet for social media access (29.5%), news and information (24.6%), entertainment (16.8%), and many more (https://databoks.katadata.co.id). Smartphone usage is high in the world, and triggering the companies to carry out various innovations to developing their technology, so the competition cannot be avoided.

Currently, the company is competing in producing mobile phone devices not only for communication, but also adding other features to attract the customers, which is for playing games. Based on The Global Games Report 2018, 51% people playing mobile games (41% on the smartphone; 10% on the tablet), 10% people playing games on the PCs and 25% on the console. Indonesia is one of country with the most active game players in the world, they are 10-50 years old. Most of them are 21–25 years old who’s the most active. The very popular game are strategy, action and adventure, racing, simulation and arcade (https://www.viva.co.id/indepth/). Baseon study by Pokkt, Decision Lab dan Mobile Marketing Association (MMA) currently the gamers in Indonesia are 60 million people and predicted will be increase to 100 million people in 2020 (https://www.tek.id). The high of using smartphones to play game, it encouraging the games community (based-on smartphone technology) to grow, esspecially in big cities. The types of games that are often played such as mobile legend, AOV and PUBG. Esport has competed in many events, one of the biggest event is Asian Gameses 2018. It’s intersting and potential market for the smartphone companies to enter. One of the companies in the field of technology involved in this industry is Asus Computer Inc. This company originating in Taiwan is productive in produce its products. Not only produce the motherbords, laptops, PCs, monitors, LCDs and many more but also they procure the smartphone. The demand of smartphone in Indonesia is high, Asus was see the opportunities in this industry. The positioning of smartphone by Asus is gaming smartphone on serveral types. Now, Asus is facing the competition with various brands. The Figure 2 bellow is market share comparison data of smartphone brands in the world and Indonesia.
The competition in this industry is high, so the companies need the strategy getting the market by the products offered, and good marketing communication strategy. Celebrity endorsement is a common marketing communication strategy for building brand image. Advertisers believe that the use of a celebrity affects advertising effectiveness, brand recall and recognition, as well as purchase intentions and follow-through (Spry et al., 2011), because the customers get an interest in celebrities who are chosen as marketing strategy for the creation of brands or products (Gupta, 2013). The advantage of using celebrity endorsement for product advertisements is to create a great awareness and strong associative effect of the leading celebrities on the products being promoted. Products are easily recognizable by the famous brand image exclusively (Poghosyan, 2015). Celebrities who have high popularity, especially because they can provide a positive impact on the brand (Sivesan, 2013). Not only the attractive promotions, but also not forgetting product quality. The competition is getting tougher, product quality has a major role of the company development (Purwati and Rohmawati, 2012). Quality of the product was a very important factor for consumers, although it's not cheap but the consumers are happy (Paul and Rana, 2012). The buyer will come back and buy again if they get the satisfaction from the product or service quality produced by the company (Fernando and Aksari, 2018). Product quality has the impact on buying decisions provided some significant results (Ackaradejruangsri, 2014). The product quality has positive influence on customer’s willingness to buy (Beneke et al, 2013). The aims of this study are how is the application of celebrity endorsement and product quality on smartphone products based on a community’ insight or perspective. How much the celebrity endorsement and product quality variable can influence the purchase decision.
Literature Review

Celebrity Endorsement

The way to promote products to customers is growing develop and variery. Celebrity endorsement is one of the marketing communication tools to promote the products. Celebrity endorser is a good person, they are the actor, artist, athlete or the people are known to the public and became an idol because of his achievement, they can deliver the advertising massage to attract the attention of the target market (Shimp, 2007). The celebrities can deliver the advertisement massage in other tools or platform such as television, radio, billboard, social media or other digital platform (instagram and youtube).

The product campaign should be very impressive by celebrities, and they are under the public supervision, they should be able to increase the good image (Suki, 2014). The celebrities has the own character of deliver the advertising massage and its effect on the receiver. The credibility, expertise, trustworthiness and attractiveness as key components (Jain, et al:2016). The consumers’ relationships with celebrities can be classified into two types Entertainment-oriented individuals enjoy learning about celebrities and discussing the information with others casually, while intense-attachment based individuals think continuously and associate parasocially with the celebrities (McCutcheon et al, 2002; Chan et al, 2013), the effectiveness of advertisements using celebrity appeals depends on four factors: attractiveness, expertise, trustworthiness of the celebrities, and congruity between image of brand and the celebrity (Chan et al, 2013). There are five basic dimensions/attributes to contribute of the endorsers effectiveness is TEARS model (Shimp, 2007), there are:

1. Trustworthiness. Shows the honesty, integrity, and a person's confidence or endorser.
2. Expertise. Show the knowledge, the endorser’s skill and relate with the communications topic.
3. Attractiveness. Not only the physical attraction, but also positive characteristics can be seen in an endorser. There’s intellectual skills, personality traits, lifestyle characteristics, athletic prowess, and so on. When the customers find the something interesting in their endosers so the persuasion occurs through identification.
4. Respect. It means indicate the personal quality of a celebrity. A celebrity must be able to care about his career, his acting skills, sports abilities and personality. Celebrities who become advertisement endorsers should be care about his environment.
5. Similarity. Represents a success rate of endorser in common with consumer characteristics that are relevant to the products on offer, such as: age, gender, ethnicity and so on. Similarity is an important attribute, in fact, the public tends like someone who has something in common with them.

Product Quality

Quality is an important element for a product. Meutia (2017), in her research show the product quality can influence the purchase decision. The product quality is the character of a product that has the ability to satisfy customer needs (Kotler dan Amstrong, 2014). The better quality of product will encourage consumers to buy (Fernando and Aksari, 2018). Product and service quality, customer satisfaction, and company profitability are intimately connected. Higher levels of quality result in higher levels of customer satisfaction, which support higher prices.
and (often) lower costs (Kotler and Keller, 2016). The framework of product quality is based on several dimensions (Garvin, 1984; Sebastianelly and Tamimi, 2002), are:

1. Performance, is the main operating characteristics of the core product has purchased by customer.
2. Features, is secondary or complementary characteristics. Kotler and Keller (2016), Most products can be offered with different features that are basic supplements function. To avoid feature fatigue the company should be prioritize features and tell consumers how to use and benefit from them.
3. Reliability. It probably less of damaged or fail to use. The product will not malfunction or fail within a specified time period.
4. Conformance to Specifications. It menas the degree to which all produced units are identical and meet promised specifications.
5. Durability, menas how long the product can be used
6. Serviceability, includes speed, competence, comfort, ease of repair; and satisfying complaints handling.
7. Esthetics, product attraction to the five senses.

**Purchase Decision**

Every individual, household or organization have the processes before deciding to make a purchase decision, and its actions after acquiring and consuming products, services or ideas (Kotler dan Armstrong, 2014). A purchase decision is a decision someone chooses one of several alternative choices (Schiffman dan Kanuk, 2008). Kotler and Keller (2016), making a product is influenced by various factors. There are cultural factors (culture, sub-culture and social class), social factors (groups, references, family, roles and status) and personal factors (age, occupation, economy, personality, and lifestyle). Swastha dan Handoko (2013:102), each buying decision has six components about the type of product, brand, distributor, number of products, time of purchase, and method of payment. The process of purchase decision (Kotler dan Keller, 2016), includes:

1. Need recognition. The buying process starts when the buyer recognizes a problem or need. The consumer feels the difference between the actual and the desired condition
2. Information Search. The consumer will search the information. At this level someone will be more sensitive to search the information about the product to be sought, by actively reading online or offline material, asking friends and visiting the place where it is in located to find out about the product. The sources of consumer information from preference groups such as family or friends, advertisements, salespeople, suppliers, packaging and displays, mass media, and experience.
3. Evaluation of the alternatives. The consumers do evaluations to make a choice between different objects with many attributes. They will consider several attributes and give different weights to each attribute.
4. Purchase decision. After consumers have a preference based on many brands, then they choose to buy the most preferred product, and they believe to buy.
5. Postpurchase behavior. After purchasing a product, consumers will have the experience-satisfaction or dissatisfaction. They feel satisfy if the product performance is equaly or more exceeds than the expectations, so they will repurchase the product and give the
recommendation to other people – become a loyal customer. Dissatisfaction that leads to the behavior of not using / consuming the product. The marketer's job doesn’t end when the product is purchased, but continued until the period after purchase.

Research Methodology

This study is a quantitative research using descriptive and verificative analysis. The data collection tool in this study is in the form of interviews, observation, library studies, and questionnaires. The population of this study has 4,700 people, but based on the slovin formula, the sample of this study has 100 respondents. They are the member of esport community in one of big cities in Indonesia – Bandung City. The descriptive analysis is done by determining the interval range that refers to the statistical formula:

\[ c = \frac{X_n - X_1}{K} \]

\( c = \) class width/ class size/ class length
\( k = \) the amount of class
\( X_n = \) The biggest observed values
\( X_1 = \) The smallest observed values

To identify the influence of celebrity endorsement and product quality as the dependent variables on purchase decision as the independent variable is using the multiple regression. The hypotheses in this study are:

H1: There are the influence of celebrity endorsement and quality product on purchase decision simultaneously
H2: There’s the influence of celebrity endorsement on purchase decision
H3: There’s the influence of product quality on purchase decision

Finding and Result

Respondents’ Profile

This study using the questionnaires as data collection tools. The respondents of this study are the member of esport community in Indonesia, the location in Bandung City.

<table>
<thead>
<tr>
<th>Table 1. Respondens’ Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>15-19</td>
</tr>
<tr>
<td>20-25</td>
</tr>
<tr>
<td>26-30</td>
</tr>
<tr>
<td>Occupation</td>
</tr>
<tr>
<td>Students</td>
</tr>
<tr>
<td>Private Sector</td>
</tr>
<tr>
<td>Others</td>
</tr>
<tr>
<td>Intencity Change The Smartphone</td>
</tr>
<tr>
<td>Once</td>
</tr>
</tbody>
</table>
Based on table 1 above, it can be seen that the respondens’ gender 87% are male and 13% are female. The composition of their age between 15-19 years old (62%), 20-25 years old (34%), 26-30 years old (4%). Most of them are students and college students (85%). They changed smartphones as much as once time a year (76%), and most of them used Asus products for about a year (72%). And the most used type for playing games is Asus M1 for playing games.

Validity and Reliability Test

The validity and reliability has been done. The validity showed showed the coefficients correlation of all the questions has the coefficient of Pearson product-moment correlation (rxy)> r table (0.196), it means each question in the questionnaire are valid. the reliability of less than 0.60 was considered bad. The reliability in the range of 0.70 is acceptable, and more than 0.80 are good (Sekaran, 2003). The reliability test for this study, coefficient Cronbach Alpha value of each variable: Celebrity Endorsement = 0.766; Quality Product = 0,744; Purchase Decision = 0.771. So, the reliability test in this study is reliable.

Descriptive Analysis

The following table shows the range of intervals that are used in making the category the answer of variables that has been applied,

<table>
<thead>
<tr>
<th>Variable</th>
<th>Score</th>
<th>Range Interval</th>
<th>Range</th>
<th>Mean</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrity Endorsement Maximum</td>
<td>5x 12 x 100 = 6000</td>
<td>(6000-1200)</td>
<td>960 &lt; 2160</td>
<td>1 &lt; 1.8</td>
<td>Very Bad</td>
</tr>
<tr>
<td>Celebrity Endorsement Minimum</td>
<td>1x 12 x 100 = 1200</td>
<td>= 960</td>
<td>2160 ≥ 3120</td>
<td>1.8 ≥ 2.6</td>
<td>Bad</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3120 &lt; 4080</td>
<td>2.6 &lt; 3.4</td>
<td>Neither</td>
</tr>
<tr>
<td>Quality Product Maximum</td>
<td>5 X 13 X 100=6500</td>
<td>(6500-1300)/5=1040</td>
<td>4080 ≥ 5040</td>
<td>3.4 ≥ 4.2</td>
<td>Good</td>
</tr>
<tr>
<td>Quality Product Minimum</td>
<td>1x13 x100= 1300</td>
<td>= 1040</td>
<td>5040 &lt; 6000</td>
<td>4.2 &lt; 5</td>
<td>Very Good</td>
</tr>
<tr>
<td>Purchase Decision Maximum</td>
<td>5 X 11 X 100=5500</td>
<td>(5500-1100)/5=1100</td>
<td>1100 &lt; 1980</td>
<td>1 &lt; 1.8</td>
<td>Very Bad</td>
</tr>
<tr>
<td>Purchase Decision Minimum</td>
<td>1x11 x100= 1300</td>
<td>= 1100</td>
<td>1980 ≥ 2860</td>
<td>1.8 ≥ 2.6</td>
<td>Bad</td>
</tr>
</tbody>
</table>
To find out about celebrity endorsement on smartphone gaming products, based on the member of community’s insight. Asus has the collaboration with the celebrities and influencers in Indonesia. Based on survey result, the respondents answer 75% the famous celebrity who has collaboration with Asus is Jess No Limit (Indonesian youtuber of gaming). 12% has answer is Chandra Liow (Indonesian Youtuber, Actor), 2% has answer is Tatdjana Saphira (Indonesian Artist), and 2% has answer is other influencers.

Based on the result of respondents respons is measure by 12 questions. The total score 5932 and the mean score 3,946. The value is in the range interval score 4080 ≥ 5040. The celebrity endorsement variable has good criteria. Excellent ratings from respondents are the dimensions of trustworthiness, they considered that the celebrity who in endororse by Asus, are suitable to promote the product. The respondents believe in products that celebrities promote. They considered that each indicator on the dimension of expertise was considered good because the celebrities knowledge in promoting products is good, and has communication skill to promote the products to consumers. Each indicator of the attractiveness dimension is good because the respondents have the assement about the celebrities have an attractive appearance in promoting products, good personal image and suitable with the product being promoted. The celebrities have the good capability of delivered the advertising messeges. Each indicator of the respect dimmension is good because the respondents have the assessment about the celebrities are care about products being promoted and care about the message exposure / promote the product with good word, suitable with the product image. Each indicator of the similarity dimension is

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean / Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trustworthiness</strong></td>
<td></td>
</tr>
<tr>
<td>The celebrities are suitable to promote the smartphone</td>
<td>4,21</td>
</tr>
<tr>
<td>Believe in product promotion is carried out by celebrities</td>
<td>3,83</td>
</tr>
<tr>
<td><strong>Expertise</strong></td>
<td></td>
</tr>
<tr>
<td>The celebrities’ knowledge / insights on the product being promoted</td>
<td>3,94</td>
</tr>
<tr>
<td>The celebrities’ ability to promote the product</td>
<td>3,77</td>
</tr>
<tr>
<td>The communication skills of celebrities in promoting products</td>
<td>3,95</td>
</tr>
<tr>
<td><strong>Attractiveness</strong></td>
<td></td>
</tr>
<tr>
<td>Celebrities have an attractive appearance in promoting products</td>
<td>4,10</td>
</tr>
<tr>
<td>The celebrities’ image are suitable with the product</td>
<td>4,00</td>
</tr>
<tr>
<td>The celebrities’ ability to deliver the advertising messages</td>
<td>4,01</td>
</tr>
<tr>
<td><strong>Respect</strong></td>
<td></td>
</tr>
<tr>
<td>The celebrities care about products being promoted</td>
<td>3,76</td>
</tr>
<tr>
<td>The celebrities care about the exposure of the message delivered / promote the product with good word</td>
<td>3,79</td>
</tr>
<tr>
<td><strong>Similarity</strong></td>
<td></td>
</tr>
<tr>
<td>The celebrities are suitable with the characteristics of the product</td>
<td>4,02</td>
</tr>
<tr>
<td>The celebrities are suitable with the age of target market / audience</td>
<td>3,98</td>
</tr>
<tr>
<td><strong>Mean Score</strong></td>
<td>3,946</td>
</tr>
<tr>
<td><strong>Total Score</strong></td>
<td>5,932</td>
</tr>
</tbody>
</table>

Source: Develop for this research, 2019
good because the respondents have the assessment that the celebrities are suitable with the characteristics of the product and suitable with the age of the target market or audience.

To find out about the product quality of smartphone by the respondents perspective/insight, then conducted a descriptive analysis. It can bee seen in the following table:

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean / Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Performance</strong></td>
<td></td>
</tr>
<tr>
<td>Easy to using the product</td>
<td>4.13</td>
</tr>
<tr>
<td>Smooth operation the product</td>
<td>3.83</td>
</tr>
<tr>
<td><strong>Feature</strong></td>
<td></td>
</tr>
<tr>
<td>Screen resolution has compatible of gaming activity</td>
<td>3.74</td>
</tr>
<tr>
<td>Internal specifications has compatible of gaming activity</td>
<td>3.64</td>
</tr>
<tr>
<td><strong>Reliability</strong></td>
<td></td>
</tr>
<tr>
<td>The touch screen has easy sensitivity</td>
<td>3.82</td>
</tr>
<tr>
<td><strong>Conformance to specification</strong></td>
<td></td>
</tr>
<tr>
<td>Standard Chipset of products has compatible with gaming activities</td>
<td>3.80</td>
</tr>
<tr>
<td>Product has compatible of communication needs</td>
<td>3.70</td>
</tr>
<tr>
<td><strong>Durability</strong></td>
<td></td>
</tr>
<tr>
<td>Durable of product during use</td>
<td>3.80</td>
</tr>
<tr>
<td>The material is not easily damaged</td>
<td>3.69</td>
</tr>
<tr>
<td><strong>Serviceability</strong></td>
<td></td>
</tr>
<tr>
<td>Ease of finding information product services</td>
<td>3.73</td>
</tr>
<tr>
<td>Ease of repair service in service center</td>
<td>3.68</td>
</tr>
<tr>
<td><strong>Esthetics</strong></td>
<td></td>
</tr>
<tr>
<td>The attractiveness of the product design</td>
<td>3.67</td>
</tr>
<tr>
<td>impressive product design and adds confidence to using it</td>
<td>3.51</td>
</tr>
<tr>
<td><strong>Mean Score</strong></td>
<td>3.749</td>
</tr>
<tr>
<td><strong>Total Score</strong></td>
<td>4.873</td>
</tr>
</tbody>
</table>

Source: Develop for this research, 2019

The product quality of smartphone based on the esport community prespective as the respondents in this study is good criteria. The total score of this variable 4.873 or with the mean score 3.749. The value is in the range interval score 4420 ≥ 5460. Each indicator of this variable is good because the mean score in the range interval score 3.4 – 4.2. The performance indicator because the product is easy to use and smooth to operate. The feature is considered good because the product screen resolution is good and the internal specifications are suitable to support the playing games. Reliability of the product is considered good because the touch screen has good sensitivity and makes it easy to support needs. Conformance to specification on products is considered good by respondents because smartphone products are very supportive, not only for basic communication activities, but also in playing games has good standards. The serviceability dimension is also considered good, because the respondents has the assessment, it easy to find information about product services in big cities, and the ease of products to be improved in the service center. The aesthetic dimension of the product is considered good because the product has a attractive design , stylish, and adds to the confidence of users.

To find out about the purchase decision variable by the respondents perspective/insight, then conducted a descriptive analysis. It can bee seen in the following table:
### Table 5. Respondent's Assessment Regarding of Purchase Decision

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean / Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need Recognition</td>
<td></td>
</tr>
<tr>
<td>Suitability in using a smartphone for communication</td>
<td>3.61</td>
</tr>
<tr>
<td>Suitability in using a smartphone for gaming activities</td>
<td>3.74</td>
</tr>
<tr>
<td>Information Search</td>
<td></td>
</tr>
<tr>
<td>The intensity of finding information about smartphone products</td>
<td>3.67</td>
</tr>
<tr>
<td>The ease of finding information based on social media sources</td>
<td>3.75</td>
</tr>
<tr>
<td>Evaluation Alternatives</td>
<td></td>
</tr>
<tr>
<td>Comparison with other smartphone brands before purchase</td>
<td>3.56</td>
</tr>
<tr>
<td>Asus is a main alternative choice when buying a smartphone</td>
<td>3.94</td>
</tr>
<tr>
<td>Purchase Decision</td>
<td></td>
</tr>
<tr>
<td>Confidence in buying products because of competitive prices</td>
<td>3.74</td>
</tr>
<tr>
<td>Confidence in buying products according to needs</td>
<td>3.62</td>
</tr>
<tr>
<td>Postpurchase Behaviour</td>
<td></td>
</tr>
<tr>
<td>Satisfaction after using the product</td>
<td>3.64</td>
</tr>
<tr>
<td>Recommended to other people</td>
<td>3.67</td>
</tr>
<tr>
<td>If there is a new type, interested to buying products of the same brand</td>
<td>3.65</td>
</tr>
<tr>
<td><strong>Mean Score</strong></td>
<td>3.690</td>
</tr>
<tr>
<td><strong>Total Score</strong></td>
<td>4.059</td>
</tr>
</tbody>
</table>

Source: Develop for this research, 2019

The process of purchase decisions is part of consumer behavior, which is consists of five stages in the process. Decision Purchase variable has good criteria. The total score 4.059 is in the range interval ≥ 4.620 or 3.740. The mean score 3.690 is in the range interval from 3.4 to 4.2. Before the respondent makes a purchase, they identify the need recognition. Needs recognition, their need to use a smartphone is not only for their daily communication needs but they are looking for the right smartphone to support their hobby of playing games. Then they looking for various information abou about smartphones that suitable of their needs. They have the assessment that easy to finding the information about smartphones in this era, and they are looking for various information from social media. Before making a purchase decision, they compared the various brands of smartphones that were felt to suitable of their needs, but the Asus was chosen as the main brand in buying smartphones for gaming activities. The purchase decision dimension, the respondens has the assessment that they believe buy the product because its suitable of their need and has the competitive price than others. After they buy the product, and feel the product performance, they postpurchase behaviour is good because they because they are satisfied, they also recommend these products to other people. If there is a new type, they interested to buying products of the same brand. They will be become the loyal customer.

**Verification Analysis - Hypothesis Test**

**The Influence of Celebrity Endorsement and Quality Product on Purchase Decision**

To find out the influence of celebrity endorsement variables and product quality simultaneously on purchasing decisions, it can be seen in the following table,

### Table 6. Anova

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>382,845</td>
<td>2</td>
<td>191,422</td>
<td>12,842</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>1445,915</td>
<td>97</td>
<td>14,906</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1828,760</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Decision

Source: Develop for this research, 2019

262
Based on the table 6 above, it calculated that F value is 12,842 which is the criteria for accepted the H1 because F value (12,842) > F table (3,09), with the degree of freedom is 100 -2-1 = 97 , and a confidence level of 95% And based on the calculation of significance figure of 0.000. It showed 0.000 < 0.05 so H0 is rejected, and H2 accepted, it means the variables of celebrity endorsement and quality product can influence the purchase decision significantly and simultaneously.

To find out the influence between variables partially can be seen in the following table,

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>18,406</td>
<td>5,662</td>
</tr>
<tr>
<td>Celebrity Endorsement</td>
<td>.070</td>
<td>.077</td>
</tr>
<tr>
<td>Product Quality</td>
<td>.350</td>
<td>.071</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase_Decision

Source: Develop for this research, 2019

This is a multiple regression analysis, two independent variables, and one dependent variable. If the t value is bigger than t table, so the H0 will be rejected. It can be seen that from the table above, the celebrity endorsements variable doesn’t has influence on purchase decision, because t value (0,908) < t table (1,98) dan sig value is 0,366 > 0,05, it’s not significant. So, the H2 is rejected. Whereas, the product quality variable can influence the purchase decision significantly because t value (4,897) > t table (1,98) dan sig value is 0,00 < 0,05, it means significant. So, the H3 is accepted.

To find out how much influence of celebrity endorsement and product quality on purchase decision variable simultaneously can be seen in the following table,

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.458</td>
<td>.209</td>
<td>.193</td>
<td>3.861</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Quality Product, Celebrity_Endorsement

Source: Develop for this research, 2019

The amount of influence between the celebrity endorsement and product quality simultaneously on purchase decision by looking at the R Square value in the table above. The R square is also called as the coefficient determination is 0,209. It means the influence of endorsement and product quality simultaneously is 20,9% on purchase decision, and the remainder is influenced by other factors outside the research model. But partially, the celebrity endorsement variable has no influence on purchasing decisions, it means that anyone who promotes the smartphone product does not affect consumers in making purchases decision. In this case, the consumers has more attention to product quality factors that can satisfy their needs in supporting their activities to communicating and playing online games on smartphone, because of the ease in using and operating products, features and specifications that can compete, good durability, ease of repair, and attractive designs and competitive prices.
Conclusions and Suggestions

Currently the mobile phones are not only used as a communication tool but also for other activities as playing games. The high market for smartphones, the companies compete to show off their own technology. One of companies has positioning as the company who’s produce smartphone for gaming on several types is Asus. Several strategies performed in terms of the promotion of one of them is with celebrity endorsement by working with celebrities and the young influencer. Not only promotion, but also product strategy is done by producing the products has quality and competitive prices. Based on the analysis, the celebrity endorsement is good because they are suitable with product characteristics, clearly to deliver the product information, attractive appearance and good words of speech. The quality of the product is considered good because of the ease in using and operating products, features and specifications that can compete, good durability, ease of repair, and attractive designs and competitive prices. But anyone who does a promotion does not influence the consumers to buy the products, because consumers see the product quality factor as the dominant factor to buy smartphone products.

The results of this study are limited, so it is expected that in the future research can complement and develop this research in the development of research variables and population and research samples.

References


https://databoks.katadata.co.id, accessed on 31 March 2019


https://www.internetworldstats.com/, accessed on 31 March 2019

https://www.tek.id, accessed on 1 Mei 2019

https://www.viva.co.id/indepth, accessed on 1 Mei 2019


264
THE EFFECT OF AD FEES AND PERSONAL SELLING COSTS ON SALES VALUE

Case Study at PT. Telekomunikasi Indonesia, Tbk

Aneu Kuraesin RS¹, Silvi Apriliyani Chaidir²

¹ Accounting; STIE Ekuitas Bandung Indonesia
(E-mail: aneukuraesin@gmail.com)
² Accounting; STIE Ekuitas Bandung Indonesia
(E-mail: silvichaidir@gmail.com)

Abstract:
Promotional activities consisting of advertising and personal selling needs to be done so that people know the capabilities of products offered by the company. The greater the cost incurred by PT. Telekomunikasi Indonesia, Tbk (Telkom), then the achievement of the company's goal in communicating its products to the public will also be greater, resulting in an increasing number of buyers. The increasing number of buyers will ultimately increase the value of the sale. The purpose of this study is to determine the effect of advertising costs and personal selling costs on the value of sales. The method used in this research is quantitative research method using descriptive verifikatif analysis. Population in this research is all data of financial statements of PT. Telekomunikasi Indonesia, Tbk 2007-2016 period. Sampling technique used is Nonprobability Sampling for sample data used is data financial statements of PT. Telekomunikasi Indonesia, Tbk 2007-2016 period. Technique of data collecting is done by library research and report of publication data. Statistical analysis using multiple linear regression analysis to test the hypothesis using t test and F test to test its significance. Based on the results of the data, Multiple linear regression model does not occur deviation on the classical principle test. From the test results partially explain the cost. Simultaneously, the cost of advertisement and personal selling cost also have a significant effect on Sales Value equal to 71.06%, while the rest 28.94% by other factor not examined in this research.

Keywords: Advertising Cost, Personal Selling Cost, Sales Value

Introduction
In Indonesia, many technology companies utilize a variety of ways to introduce their products to the public. PT. Telekomunikasi Indonesia, Tbk (Telkom) is one of the largest telecommunications companies in Indonesia according to Forbes Indonesia Magazine which has been listed on the Indonesia Stock Exchange.

But the problems that occur at PT. Telekomunikasi Indonesia, Tbk is a value of sales that continues to increase, but advertising costs and personal selling costs for ten years have fluctuated, and even advertising costs and personal selling costs have decreased but the sales value continues to increase as seen in the table below:
Table 1.1
Fluctuations in Advertising Costs, Personal Selling Costs and Sales Values
PT. Telecommunication Indonesia, Tbk in 2007-2016

<table>
<thead>
<tr>
<th>Years</th>
<th>Advertising Costs</th>
<th>% Enhancemen</th>
<th>Person Costs</th>
<th>% Enhancemen</th>
<th>Value Of Sale</th>
<th>% Enhancemen</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>Rp 944</td>
<td>-</td>
<td>Rp 425</td>
<td>-</td>
<td>Rp 59.400</td>
<td>-</td>
</tr>
<tr>
<td>2008</td>
<td>Rp 1.301</td>
<td>37.82%</td>
<td>Rp 417</td>
<td>-1.81%</td>
<td>Rp 60.690</td>
<td>2.10%</td>
</tr>
<tr>
<td>2009</td>
<td>Rp 1.724</td>
<td>32.52%</td>
<td>Rp 438</td>
<td>5.04%</td>
<td>Rp 67.627</td>
<td>11.43%</td>
</tr>
<tr>
<td>2010</td>
<td>Rp 1.994</td>
<td>15.66%</td>
<td>Rp 398</td>
<td>-9.13%</td>
<td>Rp 68.629</td>
<td>1.48%</td>
</tr>
<tr>
<td>2011</td>
<td>Rp 2.743</td>
<td>37.56%</td>
<td>Rp 427</td>
<td>7.29%</td>
<td>Rp 71.253</td>
<td>3.82%</td>
</tr>
<tr>
<td>2012</td>
<td>Rp 2.494</td>
<td>-9.08%</td>
<td>Rp 491</td>
<td>14.99%</td>
<td>Rp 77.143</td>
<td>8.27%</td>
</tr>
<tr>
<td>2013</td>
<td>Rp 2.401</td>
<td>-3.73%</td>
<td>Rp 253</td>
<td>-48.53%</td>
<td>Rp 82.967</td>
<td>7.55%</td>
</tr>
<tr>
<td>2014</td>
<td>Rp 2.383</td>
<td>-0.75%</td>
<td>Rp 333</td>
<td>31.66%</td>
<td>Rp 89.696</td>
<td>8.11%</td>
</tr>
<tr>
<td>2015</td>
<td>Rp 2.525</td>
<td>5.96%</td>
<td>Rp 376</td>
<td>12.92%</td>
<td>Rp 102.470</td>
<td>14.24%</td>
</tr>
<tr>
<td>2016</td>
<td>Rp 3.134</td>
<td>24.12%</td>
<td>Rp 495</td>
<td>31.67%</td>
<td>Rp 116.333</td>
<td>13.53%</td>
</tr>
</tbody>
</table>

Source: www.idx.co.id

Promotional activities consisting of advertising and personal selling need to be done so that the public knows the capabilities of the products offered by the company. The greater the costs incurred by PT. Telekomunikasi Indonesia, Tbk (Telkom) then the achievement of corporate objectives in communicating its products to the public will also be greater, resulting in an increase in the number of buyers.

Literature Review

According to Kotler and Keller (2012; 498-501):

"Advertising is all paid forms of non-personal presentation and promotion, goods or services through clear sponsors through print media (newspapers and magazines), radio broadcast media (radio and television), network media (telephone, cable, satellite, wireless), and electronic media (sound recordings, video recordings, CD-ROMs, website pages), and exhibition media (billboards, road signs and posters)."

According to Kotler and Keller (2012: 478) suggest that:

"Sales Promotion is a collection of mostly short-term incentive tools designed to encourage the trial or purchase of products or services including consumer promotions (such as samples, coupons and premiums), trade promotions (such as advertising and hosting) and business and promotion sales force (context for sales reputation) ''. 

According to Mulyadi (2014) sales are activities carried out by sellers in selling goods or services in the hope that they will profit from the existence of these transactions

Discussion and Conclusion

Multiple Linear Regression Analysis

Multiple linear regression analysis is used for the relationship of mathematical relationships between output / dependent relations (Y) with one or several input variables / independent (X).
Mathematical relationships are used as regression models that are used to predict or predict output values \( Y \) based on certain input values \( X \).

The main objective of multiple regression analysis is to measure the ratio of the relationship between two or more variables and make an estimate of the percentage of \( Y \) over \( X \). In this study, we will discuss the relationship between advertising costs and personal selling costs as independent variables on sales value as the dependent variable. By using the SPSS Version 23 program, the results of multiple regression analysis are as follows:

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>71,202</td>
<td>10,175</td>
<td>3.31</td>
<td>0.013</td>
<td></td>
</tr>
<tr>
<td>Biaya Iklan</td>
<td>0.137</td>
<td>0.079</td>
<td>0.432</td>
<td>0.377</td>
<td>0.984</td>
</tr>
<tr>
<td>Biaya Personal Selling</td>
<td>0.285</td>
<td>0.098</td>
<td>0.684</td>
<td>1.095</td>
<td>0.984</td>
</tr>
</tbody>
</table>

Based on the table above, multiple linear regression equation can be obtained as follows:

\[
Y = \alpha + b_1 x_1 + b_2 x_2 + \varepsilon
\]

Value of sales = \( \alpha + 71,202 + 0.137 \times x_1 + 0.285 \times x_2 + \varepsilon \)

**The regression equation can be interpreted as:**

1. The constant value of 71.202 indicates that if the advertising costs and personal selling costs are zero, then the sales value obtained is 71.202.
2. The advertising cost coefficient of 0.137 shows a positive direction, which means that if the advertising costs increase by 1 unit with the assumption that other variables remain, the sales value will increase by 0.137. The advertising cost coefficient value is positive, indicating that the more local taxes increase, the sales value will increase.
3. The personal selling cost regression coefficient of 0.285 shows a positive direction which means that if personal selling costs increase by 1 unit with the assumption that the other variables are fixed then the local revenue will increase by 0.285. The regression coefficient value of the regional retribution is positive, indicating that the more regional levies increase, the original regional income will increase.

**Multiple correlation analysis**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.760*</td>
<td>.152</td>
<td>.090</td>
<td>5,29361</td>
<td>1.698</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Personal Selling Costs, Advertising Fees
b. Dependent Variable: Value of sales
R in multiple linear regression shows the value of multiple correlation, namely the correlation between two or more independent variables on the dependent variable. Based on the table above it can be seen that the calculation results obtained by the correlation coefficient of 0.760. If we compare with the table of interpretation of the correlation coefficient, the above values are in the interval of 0.600 - 0.799 which has a strong level of relationship so the independent variable of advertising costs and personal selling costs has a strong level of relationship with the Sales Value variable.

**Effect of Advertising Costs on Sales Values**

Based on the processing of the data obtained, with the value of t table with the number of samples (n) = 10, the number of independent variables (k) = 2, the significance rate is α = 0.05 / 2 = 0.025, degrees of freedom (dk) = nk-1 = 10-2-1 = 7 for the variable cost of advertising (X1) the result of tcount ≥ ttable (2.377 ≥ 2.36462) then H0 is rejected and Ha is accepted, meaning that there is a partial influence between the cost of advertising on the value of sales. Besides that, it can be seen from the significance level of 0.017 <0.05 so that the result of H01 is rejected. So that we can conclude that advertising costs have a partial effect on sales value with a positive value obtained.

This shows that by allocating the right advertising costs it will have an impact on increasing the value of sales at PT. Telekomunikasi Indonesia, Tbk.

**Effect of Personal Selling Costs on Sales Values**

The cost of personal selling has a value of t count of 3.887 with a significance level of 0.020. So that we can find out whether personal selling costs have an effect on sales value, we must compare t count with t table. The value of t table with the number of samples (n) = 10, the number of independent variables (k) = 2, the significance rate α = 0.05 / 2 = 0.025, degrees of freedom (dk) = nk-1 = 10-2-1 = 7 obtained a value of 2.36462. Thus tcount> t table or 3.095> 2.10982 so that the result H02 is rejected and the significance is 0.02 <0.05 so that the result H02 is rejected. So that we can conclude that the cost of personal selling has a partial effect on the value of sales with positive obtained values. This shows that there is a positive influence where the alternating personal costs increase, the sales value will also increase.

The results of this study are in line with the results of Efriza (2014), Rinna (2015), and Lilis (2014) which states that personal selling costs have a significant influence on the value of sales.

**Conclusion**

Advertising costs at PT Telekomunikasi Indonesia, Tbk fluctuated in the period 2007-2016. The average advertising costs in the 2007-2016 period were 14.01%. The highest advertising costs occurred in 2016 amounting to Rp. 3,134,000,000 while the lowest advertising costs occurred in 2007 amounting to Rp. 944,000,000. PT. Telecommunications Indonesia, Tbk optimizes costs, one of which is advertising costs in 2012-2013 and 2014 which are part of a series of product marketing strategies by reducing advertising costs by 9.08% from 2011, 3.73% from 2012 and 0.75% from 2013 was caused by more selective media selection and changes in inset dealer schemes at Telkomsel.
Personal selling costs at PT Telekomunikasi Indonesia, Tbk fluctuated in the period 2007-2016. The average advertising costs in the 2007-2016 period were 4.40%. The highest advertising costs occurred in 2016 amounting to IDR 494,700,000, while the lowest advertising costs occurred in 2013 amounting to IDR 252,700,000. In its operations, face-to-face sales (personal selling) were more flexible compared to other forms of promotion seen in table with an increase of 31.66% in 2014, and a decrease of 1.88% from 2007, 9.13% from 2009 and 48.53% from 2012 due to the optimization of the marketing burden.

The sales value at PT Telekomunikasi Indonesia, Tbk has fluctuated in the period 2007-2016. The average value of sales in the 2007-2016 period was 7.84%. The highest sales value occurred in 2016 amounting to Rp 116,330,000,000, while the lowest sales value occurred in 2007 amounting to Rp 59,440,000,000. The increase continues to occur in the value of sales even though the percentage increase in sales value of 1.48% in 2010 was greater than the previous year which amounted to 11.43% in 2009 and the same as in 2013 and 2016 increased, but the percentage increase was greater in the previous year.

Partially Advertising Costs have a positive and significant effect on Sales Value. Advertising costs have a value of t count of 1.377 with a significance level of 0.017. Thus thitung> t table or 2.377> 2.36462 so that the result H01 is rejected and the significance is 0.017 <0.05 so the result H01 is rejected. So that we can conclude that advertising costs have a partial effect on sales value with a positive value obtained. This shows that by allocating the right advertising costs it will have an impact on increasing the value of sales at PT. Telekomunikasi Indonesia, Tbk. Personal selling costs have a value of t count of 3.887 with a significance level of 0.020. Thus tcount> t table or 3.095> 2.10982 so that the result H02 is rejected and the significance is 0.02 <0.05 so that the result H02 is rejected. So that we can conclude that the cost of personal selling has a partial effect on the value of sales with positive obtained values. This shows that there is a positive influence where the alternating personal costs increase, the sales value will also increase. While simultaneously, advertising costs and personal selling costs together have a strong correlation with the value of sales with Fcount> Ftable (10.629> 4.47), with a significance level of 0.009 <0.05. The two variables together have a significant effect on sales value and have an effect of 71.06%. The remaining 28.94% is explained by other factors not examined in this study.

References


www.idx.co.id, diunduh 14 September 2017
www.telkom.co.id, diunduh 14 September 2017
THE EFFECT OF MARKETING MIX ON BUY DECISIONS
RABBANI MUSLIM FASHION IN BANDUNG, WEST JAVA, INDONESIA

Sussy Susanti1, Siti Nuraisyah2

1 Management Study Program, STIE Ekuitas, Bandung, Indonesia
(E-mail: sussy.rebab19@gmail.com)
2 Management Study Program, STIE Ekuitas, Bandung, Indonesia

Abstract:
This study is motivated by decreasing of purchasing transaction for Rabbani muslim fashion in the 2014-2017 period. This tendency could be interpreted as decreasing of buy decision on Rabbani’s product. The marketing mix is one of the factors that influence buy decisions of consumers. The purpose of this study was to determine the effect of marketing mix consisting of Products, Price, Place and Promotion of the Purchasing Decision on Rabbani products. This study uses descriptive and verification methods. Data was collected by questionnaire and interview techniques. The sample used in this study were 100 male and female respondents wearing Muslim clothing in the city of Bandung. The analytical method used in this study is Logistic Regression Analysis. The results of this study indicate that Marketing Mix has a significant influence, both partially and simultaneously on purchasing decisions. The Marketing Mix dimension partially which has the greatest influence is the place, while the smallest influence is indicated by the promotion dimension.

Keywords: Products, Prices, Promotions, Places and Buy Decisions

Introduction

Fashion are accessories to complement the appearance of someone both men and women such as sunglasses, watches, belts, shoes, clothes, bags and more. Of the many kinds of fashion one of which is clothing. Clothes can be one of the clearest markers of outer appearance, which makes one different from the others, which then evolved into the identity of individuals and certain groups or communities. Fashion is not just about the clothes, but also plays a role in social actions that can express a particular identity. If we talk about fashion as culture, Indonesia became one of the few countries that follow the fashion culture. One of the fashion culture in Indonesia is Muslim Clothing fashion culture.

Bandung is known as a Muslim fashion producer in Indonesia. According to the Ministry of Tourism and Creative Economy the value of Indonesian Muslim fashion trade to reach USD $ 7.18 billion in 2017. From this figure, Bandung is the region with the largest contribution. "Seeing these conditions, the government has made a blue print that contains planning so that Bandung becomes the center of the Muslim fashion business.
Along with the high growth of the clothing industry, especially Muslim clothing, the competition between Muslim clothing companies is getting tighter. To be able to win the competition, every company is required to create creative and innovative strategies in seeking new breakthroughs. Marketing strategies are needed to influence a person's behavior so that they are interested in the services or products that the company will offer. One strategy that can be used is through the marketing mix so that the company's goal to increase profits can be achieved.

The next company's challenge lies with consumers. Consumers are people who will buy goods offered by the company. Every consumer has different criteria in determining his choice to buy a product or service. Therefore, what needs to be considered by business people or companies is how to create uniqueness in terms of the products offered, and can provide satisfaction to their customers. When customer satisfaction has been fulfilled, it can influence the consumer's decision to buy the product or service.

One of the leading Muslim clothing companies in Indonesia, especially in Bandung, is Rabbani. Based on Rabbani's website (www.rabbani.co.id, downloaded on September 24, 2017) Rabbani is a well-known brand in Indonesia, because this brand has grown into a market share of Muslim fashion clothing marked by Rabbani has received various awards, such as Indonesia Original Brand, Franchise Top of Mind, and become a Top Brand for 4 years, from 2014 to 2017. The number of outlets spread in major cities in Indonesia reaches approximately 141 branches. In the city of Bandung the number of Rabbani outlets has four branches. Although Rabbani is famous in the minds of consumers but still with the presence of other Muslim fashion companies similar to Rabbani products, competition is getting tighter. This is evidenced by the declining data on the number of consumers who make buy transactions.

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2,781</td>
<td>2,744</td>
<td>2,122</td>
<td>2,559</td>
</tr>
<tr>
<td>February</td>
<td>2,577</td>
<td>2,610</td>
<td>2,398</td>
<td>2,648</td>
</tr>
<tr>
<td>March</td>
<td>2,569</td>
<td>2,730</td>
<td>2,600</td>
<td>2,636</td>
</tr>
<tr>
<td>April</td>
<td>2,632</td>
<td>2,400</td>
<td>2,599</td>
<td>2,421</td>
</tr>
<tr>
<td>May</td>
<td>2,511</td>
<td>2,430</td>
<td>2,680</td>
<td>2,463</td>
</tr>
<tr>
<td>June</td>
<td>2,896</td>
<td>2,660</td>
<td>2,497</td>
<td>2,410</td>
</tr>
<tr>
<td>July</td>
<td>2,510</td>
<td>2,431</td>
<td>2,511</td>
<td>2,469</td>
</tr>
<tr>
<td>August</td>
<td>2,653</td>
<td>2,425</td>
<td>2,397</td>
<td>2,555</td>
</tr>
<tr>
<td>September</td>
<td>2,790</td>
<td>2,767</td>
<td>2,538</td>
<td>2,394</td>
</tr>
<tr>
<td>October</td>
<td>2,991</td>
<td>2,869</td>
<td>2,761</td>
<td>2,747</td>
</tr>
<tr>
<td>November</td>
<td>2,855</td>
<td>2,799</td>
<td>2,799</td>
<td>2,496</td>
</tr>
<tr>
<td>December</td>
<td>2,459</td>
<td>2,655</td>
<td>2,800</td>
<td>2,447</td>
</tr>
<tr>
<td>amount</td>
<td>32,224</td>
<td>31,520</td>
<td>30,702</td>
<td>30,245</td>
</tr>
</tbody>
</table>

Source: Dipati Ukur Branch, 2017

From the data table 1, we can observe that when viewed in detail the number of consumers who make purchases in Rabbani each month tend to go up and down. In 2014-2015 the number of consumers who made buy transactions decreased from 32,224 transactions to
31,520 transactions and continued until 2017 to only 30,245 transactions. The data shows that sales on Rabbani products every year continue to decline.

Marketing mix is one of the factors that influence consumer purchasing decisions. According to Kotler and Armstrong (2010), the marketing mix is a set of marketing tools used by companies to achieve their marketing goals. Marketing mix is included in modern marketing systems, namely products, prices, places, promotions (Lovelock, 2011). Rabbani must pay attention to the marketing mix concept to meet the needs of its customers so that it will be easier to implement the right strategy for marketing Rabbani products. The purpose of this study was to determine the effect of the marketing mix on consumer purchasing decisions in determining the right marketing strategy for Rabbani.

According to Kotler and Armstrong (2012: 29), Marketing management is a series of processes performed by the company to create a value for our customers and build strong relationships with them in order to create a value of those customers. Meanwhile, according Assauri (2013: 198), reveals that the marketing mix is a combination of variables or activities that constitute the core of the marketing system, a variable that can be controlled by the company to influence the reaction of the buyers or consumers. As Kotler and Keller (2012: 166) explains that the buy decision is the decision of consumers to buy a product through the stages through which consumers before making a buy that includes the perceived needs, activities before buying, behavior while taking, and feeling after buy.

In the study Sarifa Marwa, et al (2014), showed that at least five of the marketing mix which had an influence on purchasing decisions of life insurance, and product mix is the most influential variable on life insurance buy decisions. While the research conducted Algrina Ulus Agnes (2013), concluded that simultaneous or partially, product, price, place, dominant variable is a variable product, price, and location, and for the weak is the variable promotion.

Based on the above theory, the proposed framework is presented in the following figure

![Figure 1. The framework](#)

Source: Processed Data (2017)

Based on this conceptual framework, it can put forward a hypothesis as follows: "Marketing Mix affect the Buy Decision On Rabbani’s Products in Bandung".
Research Methodology

The method used in this research is descriptive and verification methods. Sugiyono (2013: 206), explaining that the descriptive method is a method used to depict or describe the collected data as it is without intending to generally accepted conclusion. While the verification method is a method used to determine the relationship between two or more variables through the collection of field data, the nature of the verification basically wanted to test the truth of a hypothesis which is implemented through field data collection.

The study was conducted in 2018 in Bandung, West Java Province, Indonesia. Data was collected using a questionnaire with five point Likert scale. In order to collect data to determine the effect of the marketing mix on consumer purchasing decisions Rabbani, a questionnaire was distributed to 100 consumers Moslem determined using Slovin and taken using systematic random sampling.

Variable Definition and Measurement of Variables

*Marketing Mix*(X) is a set of marketing tools combined controlled by the company to produce the desired response target market. The dimensions used to measure the Marketing Mix variables Kotler and Armstrong (2012: 75):

1. product
2. Price
3. Promotion
4. Place

Buy Decision (Y) is the decision of consumers to buy a product through the stages through which consumers before making a buy that includes the perceived needs, activities before mebeli, wear time behavior, and feelings after buy. Dimensions used to measure the buy decision variables Kotler and Keller (2012: 166), namely: Product options with indicators Purchasing and not buying.

Population and Sampling Techniques

According Sugiyono (2013: 115), states that the population is a region consisting of the object or subject that has certain qualities and characteristics defined by the researchers to learn and then drawn conclusions.

Infinite population, ie the population that has a data source can not be determined quantitatively exhaustible limits. Therefore, the vast population is infinite and can only be described qualitatively. The population in this study is consumers who use Moslem is in the city of Bandung.

The sample is part of a number of karakteristik owned by the population. When large populations and researchers may learn all there is in the population, the researchers can use a sample drawn from that population. (Sugiyono, 2013: 16).

Sampling method taken in this study is a probability sampling technique that is sampling among respondents random or random. The determination of the number of samples in this study were taken in accordance with that have been suggested by Fraenkel and Wellen.

**Data collection technique**

Data collection techniques are ways in which to obtain data. So in this study, the technique of data collection is done by:

1. Research Field (Field Research)
2. Direct observation (Observation)
3. Interview
4. Spreading Questionnaire (Questionnaire)
5. Research Library (Library Research)

**Data Analysis and Hypothesis Testing**

In analyzing the data used logistic regression analysis with the following stages:

1) Logistic Regression model building
   In principle, the logistic regression aims to estimate the probability of certain events in a population as a function of clear. This regression using a variable response / bound in the form of a dummy.

2) Parameter estimation
   Methods to estimate the unknown parameters in the logistic regression model is the Maximum Likelihood method as this method is more practical. Maximum Likelihood method would estimate the parameter values that maximize the likelihood function.

3) Model significance test
   The statistical test used was:

   \[
   G^2 = -2 \ln \frac{L_0}{L_p}
   \]  

   Lo = Maximum Likelihood Model reduction (Reduce Model) or a model consisting of only constants
   Lp = Maximum Likelihood of the full model (full model) or with all the independent variables.

   G2 statistic follows a Chi-square distribution with p-degrees of freedom so that the hypothesis is rejected if the p-value <\( \alpha \), which means that the variable \( \hat{X} \) together affect the dependent variable \( Y \).

4) Partial Test and Formation Model
   The statistical test used is

   \[
   w = \frac{\hat{\beta}}{sd(\beta)}
   \]  

   (4)
the hypothesis is rejected if the p-value < \alpha which means partial X_j independent variables affect the dependent variable Y.

5) odds ratio

The odds ratio is a measure of the risk or predisposition to experience the events 'success' of the category to other categories, defined as the odds ratio for X_j = 1 for the X_j = 0. Odds ratios denoted by \theta, is defined as the ratio of these two values the opportunity X_j = 1 and x_j = 0, so that

\[ \theta = \frac{\pi(1)/\pi(0)}{\pi(0)/\pi(1)} \]  \hspace{1cm} (5)

6) Determination analysis

Determination Analysis is used to look at the ability of independent variables in explaining the dependent variable, this study uses coefficients Cox & Snell R Squared and Nagelkerke R Square. These values are also called Pseudo R-Square. Cox & Snell R Square is a measure that seeks to imitate the size of R Square on multiple regression estimation technique based on a probability with a maximum value of less than 1 so that it is difficult to interpret. Therefore, Nagelkerke R Square which is a modification of the Cox & Snell in which the value varies 0-1, it will be easier to be interpreted as an interpretation of R Square on multiple regression or Pseudo R-Square in multinomial logistic regression.

Discussion and Conclusion

The research data is the number of scores obtained from the respondents' answers to the statement regarding the variables studied, the Marketing Mix and Buy Decision, while source data based on questionnaires distributed randomly on 100 respondents Bandung society. The questionnaire consisted of 13 questions, with 12 questions for variables Marketing Mix (X), and one question for the buy decision variable (Y). Respondents from a number of questions will be presented and analyzed based on the most frequently appearing later were presented. The method used to process the data and analyze the data in this study is the Logistic Regression Analysis.

1. Validity test

<table>
<thead>
<tr>
<th>variables</th>
<th>Indicator</th>
<th>Item code</th>
<th>( r_h )</th>
<th>( r_{table} )</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Mix</td>
<td>Quality</td>
<td>P1</td>
<td>0.514</td>
<td>0.306</td>
<td>valid</td>
</tr>
<tr>
<td></td>
<td>Design</td>
<td>P2</td>
<td>0.653</td>
<td>0.306</td>
<td>valid</td>
</tr>
<tr>
<td></td>
<td>product Variety</td>
<td>P3</td>
<td>0.529</td>
<td>0.306</td>
<td>valid</td>
</tr>
<tr>
<td></td>
<td>list Price</td>
<td>P4</td>
<td>0.345</td>
<td>0.306</td>
<td>valid</td>
</tr>
<tr>
<td></td>
<td>Discount</td>
<td>P5</td>
<td>0.669</td>
<td>0.306</td>
<td>valid</td>
</tr>
</tbody>
</table>
Based on table 2, it can be seen that r count is greater than r table (0.306), which means that all indicators for the Marketing Mix (X) variable are declared valid.

2. Reliability Test

<table>
<thead>
<tr>
<th>variables</th>
<th>Cronbach Alpha</th>
<th>N of items</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Mix (X)</td>
<td>0.745</td>
<td>12</td>
<td>reliable</td>
</tr>
</tbody>
</table>

Sources: Primary data are processed, 2017

Based on the examination table reliability test is known that all the variables have Cronbach Alpha > 0.70 it can be stated that the variables of the Marketing Mix (X) in this study is reliable.

3. Testing of Logistic Regression Parameter

<table>
<thead>
<tr>
<th>Omnibus Tests of Model Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>Step 1: Step</td>
</tr>
<tr>
<td>Block</td>
</tr>
<tr>
<td>Model</td>
</tr>
</tbody>
</table>

Sources: Primary data are processed, 2017

Based on Table 4 gives the value of chi-square goodness-of-fit test of 76.646 with degrees of freedom = 4 and shows significance value models of P-value = 0.000 because this value is smaller than α= 0.05. So it can be concluded that Marketing Mix which consists of Product, Price, Place and Promotion has a significant effect on Purchasing decisions simultaneously. Further testing can be continued to examine the significance of variables partially.
4. Partial test

<table>
<thead>
<tr>
<th>Variables in the Equation</th>
<th>B</th>
<th>SE</th>
<th>Wald</th>
<th>Df</th>
<th>Sig.</th>
<th>Exp (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>product</td>
<td>1.183</td>
<td>0.290</td>
<td>16.671</td>
<td>1</td>
<td>.000</td>
<td>3.266</td>
</tr>
<tr>
<td>Price</td>
<td>0.734</td>
<td>0.268</td>
<td>7.503</td>
<td>1</td>
<td>.006</td>
<td>2.084</td>
</tr>
<tr>
<td>Step 1a Promotion</td>
<td>0.557</td>
<td>0.268</td>
<td>7.503</td>
<td>1</td>
<td>.011</td>
<td>1.746</td>
</tr>
<tr>
<td>Place</td>
<td>0.521</td>
<td>0.213</td>
<td>6.002</td>
<td>1</td>
<td>.014</td>
<td>1.684</td>
</tr>
<tr>
<td>Constant</td>
<td>-28.546</td>
<td>6.227</td>
<td>21.012</td>
<td>1</td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

*a. Variable(s) entered on step 1: Product, Price, Promotion, Place.*

Based on table 5 it can be seen that the significance value for Products, Price, Place and Promotion, less than 0.05, it can be concluded that partially Products, Prices, Place and Promotion significantly influence purchasing decisions.

5. Odds Ratio

<table>
<thead>
<tr>
<th>Variables in the Equation</th>
<th>B</th>
<th>SE</th>
<th>Wald</th>
<th>Df</th>
<th>Sig.</th>
<th>Exp (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>product</td>
<td>1.183</td>
<td>0.290</td>
<td>16.671</td>
<td>1</td>
<td>.000</td>
<td>3.266</td>
</tr>
<tr>
<td>Price</td>
<td>0.734</td>
<td>0.268</td>
<td>7.503</td>
<td>1</td>
<td>.006</td>
<td>2.084</td>
</tr>
<tr>
<td>Step 1a Promotion</td>
<td>0.557</td>
<td>0.268</td>
<td>7.503</td>
<td>1</td>
<td>.011</td>
<td>1.746</td>
</tr>
<tr>
<td>Place</td>
<td>0.521</td>
<td>0.213</td>
<td>6.002</td>
<td>1</td>
<td>.014</td>
<td>1.684</td>
</tr>
<tr>
<td>Constant</td>
<td>-28.546</td>
<td>6.227</td>
<td>21.012</td>
<td>1</td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

*a. Variable(s) entered on step 1: Product, Price, Promotion, Place.*

According to the table 6 to odds Ratio can be seen in the column Exp (B) value that is generated can be interpreted as follows:

1. Exp (1.183) = $e^{1.183} = 3.266$ means that the higher the quality, design and the selection of other products, the tendency to buy 3.266 times compared to not buy.
2. Exp (0.734) = $e^{0.734} = 2.084$ means that the higher the level of labeling, discount, and pieces of every buy of a particular activity then, the tendency to buy 2.084 times compared to not buy.
3. Exp (0.557) = $e^{0.557} = 1.746$ means higher advertising and promotional tool salesperson then, the tendency to buy 1.746 times compared to not buy.
4. Exp (0.521) = $e^{0.521} = 1.684$ means that the higher the ease of finding the place and the diversity of products sold then, the tendency to buy 1.684 times compared to not buy.

6. Binary Logistic Regression Models
Binary logistic regression model was used to see whether the dependent variables dichotomous scale (Y = 0 and Y = 1) is affected by the independent variable. After testing the same time, the logistic regression model is obtained as follows:

\[ g(x) = -28,546 + 1,183X_1 + 0.734X_2 + 0.557X_3 + 0.521X_4 \]

and logistic regression model is:

\[ \pi(x) = \frac{e^{-28,546+1,183X_1+0.734X_2+0.557X_3+0.521X_4}}{1 + e^{-28,546+1,183X_1+0.734X_2+0.557X_3+0.521X_4}} \]

7. Determination analysis

Table 7. Model Summary

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 log likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>56,167</td>
<td>0.535</td>
<td>0.728</td>
</tr>
</tbody>
</table>

Sources: Primary data are processed, 2017

According to the table 7 shows the value of Nagelkerke R Square equal to 0.728 or 72.8%, which mean the variability of buy decisions that can be explained by marketing mix (product, price, promotion, and place) equal to 72.8%. While the remaining 27.2% is explained by other variables.

References

Book
Prasetyo, Sigit, MH (2008), Analysis of Consumer Grouping Based Brand Dimensions Trush For Honda Motorcycle Products, Thesis Maranatha Christian University (not for publication), Bandung
Sugiyono, S. (2009), Quantitative Research Methods, Qualitative and R & D, Bandung: Alfabeta.


**Journals**


**Website**


[http://www.rabbani.co.id/page/company_profile.php](http://www.rabbani.co.id/page/company_profile.php), Downloaded on 24 September 2017
THE EFFECT OF WORKING CAPITAL TURNOVER TO NET PROFIT MARGIN AT PT XYZ

Jaka Maulana., M.Ak., Ak., CA., CPSAK¹, Aura Ganesha, S.Tr., Ak²

¹ Indonesia Pos Politechnic, Bandung, Indonesia (E-mail: jakamaulana@poltekpos.ac.id)
² Indonesia Pos Politechnic, Bandung, Indonesia

Abstract:
Working capital turnover is one of the ratios to measure or assess the effectiveness of the company’s working capital during a certain period. Working capital turnover can be used to see how good the company management increasing the profitability of the company. This research aims to determine if any influence between working capital turnover on profitability measured by the net profit margin at PT XYZ. The sample in this research was PT XYZ’s report in 2012 until 2016. Data were analyzed by SPSS program for windows release 20. The independent variabel (X) of this study was working capital turnover and the dependent variabel (Y) was profitability measured using net profit margin ratio. This type of research is quantitative with associative causal relationships. In this study, data was contributed normally which measured using the normality test on SPSS and based on simple linear regression variable X had no significant effect on variabel Y. The two-party test also showed that the X variable had no effect on Y variable because the value of t_count < t_table.

Keywords: Working Capital, Company Profitability

Introduction
A company is any form of a business carried out by each type of business that is permanent and continuous and is established works and is domiciled in the territory of Indonesia to aim for profit or profit ((Undang-undang No. 3 Tahun 1982 pasal 1 huruf b Undang-Undang Perusahaan UWDP). Based on the definition of the company above, all types or forms of the company both have the same goal, namely to get feedback or return on operations that have been done. Based on the company’s main objectives mentioned above, for this reason, the company must prepare an excellent strategy to improve its products and provide funds intended to carry out all activities and transactions carried out, in this case, the funds used to carry out operations are called working capital.

Working capital owned by the company, it is suitable for companies to know how working capital works efficiently and effectively by calculating the turnover of working capital itself. Working capital turnover or working capital turnover is briefly defined as one of the ratios to measure or assess the effectiveness of the company's working capital for a specified period. To evaluate the effectiveness of working capital, the ratio between total sales and the amount of average working capital can be used.

Profitability is significant for the company because it can reflect the success and survival of a company, where the company's ability to generate profits during a specified
period is called profitability. A profitability ratio is a ratio that assesses a company's ability to seek benefits. In this study, profitability is measured using the Net Profit Margin (NPM).

Freight Forwarding Company is one example of a company in the service sector. According to Andi Susilo (2008: 109) freight forwarders are document and transportation management services companies that are named after the shipper/consignee and carry out routine activities such as stuffing / unstuffing cargo, storage/warehousing, regulating local transport and carrying out ocean freight payments. PT XYZ, a company engaged in logistics and freight forwarding services.

Table 1 PT XYZ Working Capital and Profit

<table>
<thead>
<tr>
<th>Year</th>
<th>Working Capital</th>
<th>Net Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Rp 2.896,723,442.45</td>
<td>Rp 709,020,153.38</td>
</tr>
<tr>
<td>2013</td>
<td>Rp 6,191,943,782.09</td>
<td>Rp 2,980,043,803.61</td>
</tr>
<tr>
<td>2014</td>
<td>Rp 9,787,702,036.81</td>
<td>Rp 3,619,904,856.92</td>
</tr>
<tr>
<td>2015</td>
<td>Rp 14,968,748,313.59</td>
<td>Rp 5,043,078,176.40</td>
</tr>
<tr>
<td>2016</td>
<td>Rp 11,882,751,582.49</td>
<td>Rp 6,509,253,923.49</td>
</tr>
</tbody>
</table>

Source: Financial Statement PT.XYZ

The table above explains the phenomenon that occurred in the company PT XYZ where working capital in 2012 to 2015 where during the last five years has increased, starting in 2012 available working capital of Rp2,896,723,442.45 then in 2013 available working capital amounted to Rp.6,191,943,782.09 continued with working capital in 2014 standing to 9,787,702,036.81 and in 2015 the available working capital was as much as Rp14,968,748,313.59 but in 2016 working capital decreased with available working capital of Rp11 882,751,582.49. Then in the net profit column, the increase occurs during the five-year accounting period.

In this case, the working capital of PT XYZ is not in a condition that can be said to be useful as the condition of PT XYZ's working capital fluctuated from 2012 to 2016. This is a benchmark and interesting to study because according to working capital, an increase in working capital will reflect how inefficient the management of working capital in a company.

Identification of problems

1. How does working capital turnover occur at PT XYZ?
2. How is the state of profitability measured using the ratio of net profit margin at PT XYZ?
3. How much influence does working capital turnover have on profitability as measured by the ratio of net profit margin at PT XYZ?

Literature Review

Financial Statement

According to Harahap (2016: 105), Financial statements describe the financial condition and results of operations of a company at certain times a specified period. The types of financial statements commonly known are Financial position statements or Profit / Loss or business results and cash flow statements.
The purpose of financial statements is to provide information about the financial position, financial performance, and entity cash flows that benefit most users of financial statements in making economic decisions. The financial statements also show the results of management's responsibility for the use of the resources entrusted to them. To achieve these objectives, the financial statements provide information about the entity which includes Assets, Liabilities, Equity, Income, and expenses, including profits and losses, Contributions from distribution to the owner in certainty as owner and Cashflow.

Such information, along with other information contained in the notes to financial statements, helps users of financial statements in predicting the entity's future cash flows and certainty of obtaining cash and cash equivalents.

**Financial Ratio Analysis**

According to Harahap (2016: 297), Financial Ratio is a number obtained from a comparison of one financial statement post with another that has a relevant and significant relationship. If we analyze the company's financial ratios, it means describing the mathematical relationship between the sum of the one with the other amounts in the form of a percentage (%), rates or simple proportions.

**The Role of Working Capital**

Available working capital in sufficient quantities allows the company to operate economically and not experience financial difficulties. The importance of the role of working capital in the company, according to Riyanto (2010: 57) states: where money or funds issued are expected to get back again in a short time through the sale of the product.

According to Munawir (2016: 119) working capital consists of two main parts, namely:

1. A fixed or permanent part, namely the minimum amount that must be available so that the company can run smoothly without financial difficulties.
2. The variable amount of working capital whose amount depends on seasonal activities and needs outside the usual activities.

**Working Capital Turnover**

The length of the working capital turnover period depends on how long the turnaround period of each component of the working capital. (Riyanto, 2011: 62) To assess the effectiveness of working capital, the ratio between total sales and the amount of working capital turnover can be used. This ratio shows the relationship between working capital and sales will show the number of transactions that can be obtained by the company (in rupiah amounts) for each rupiah working capital (Munawir, 2016: 80).

The following is an equation or formula that can be used in calculating the amount of working capital turnover contained in a company or an entity. According to Riyanto (2016: 112), the turnover of working capital is formulated as:

\[
\text{Working Capital Turnover (WCT)} = \frac{\text{Sales}}{\text{Current Asset} \ - \ \text{Current Liabilities}}
\]
Profitability ratio

Definition of Profitability Ratio

According to Harahap (2016: 304), Profitability Ratios describe the ability of companies to earn profits through all available capabilities and sources such as sales activities, cash, capital, number of employees, number of branches and so on.

Net Profit Margin

Profit margin is a ratio that compares net income after tax with net sales. This ratio measures net income after tax on sales. The higher the Net profit margin, the better the operation of a company. Net profit margin is calculated by the formula:

\[
Net \ Profit \ Margin = \frac{Earnings \ after \ Tax}{Sales}
\]

Discussion

This research method uses a quantitative approach with an associative formulation in the form of a causal relationship.

a. Working Capital Turnover at PT XYZ

Working capital turnover that occurred in PT XYZ in 2012 and 2013 was fairly good where the first two years experienced an increase in working capital wherein 2012 available working capital amounted to Rp2,896,723,442.45 with an annual turnover of 2.88 times and in 2013 working capital available as much as Rp.6,191,943,782.09 with an annual turnover of 6.25 times. In 2014, working capital was available as much as Rp. 9,787,702,036.81 with annual turnover of 5.10 times. This decline occurred because in 2014 sales only increased slightly from 2013, compared to 2012, which experienced a very high increase. In 2015 working capital turnover occurred 3.06 times. This figure was less than the previous year. This is because even though the available working capital is relatively stable from the previous year, which amounted to Rp14,968,748,313.59 but on the sales side it shows a decline from 2014, the reason for the decline in sales figures is the tax exchange rate on transactions that occurred at PT XYZ. However, PT XYZ's management tried well were in 2016, both working capital turnover and sales return improved and increased from the previous year.

b. A Profitability that Occurs at PT XYZ

Profitability experienced by PT XYZ from year to year is calculated using the net profit margin where this ratio is used to see how a company is managing each asset and other things properly. In 2012 and 2014 PT XYZ's net profit margin decreased, from 0.09; 0.08 and 0.07. However, in 2015 and 2016 experienced an increase of 0.11 and 0.12. The fluctuations that occur illustrate the poor condition of the sales activities carried out by PT XYZ during this period.
c. The Effect of Working Capital Turnover on Profitability at PT XYZ

Good working capital turnover shows a good condition of the company where the amount of available working capital depends on the total current assets minus current liabilities. The higher current assets and the smaller the current debt owed by a company will help the company in providing sufficient working capital to carry out the company's mandatory operational activities.

Kasmir (2016: 300) defines that:

"Working capital is the working capital used to carry out company operations. Working capital can also be interpreted as investment invested in current assets or short-term assets, such as cash, securities, accounts receivable, inventory, and other current assets. The better or if the working capital is high then the profitability will also increase"

But the conditions that occur in PT XYZ are not by the theory. Although working capital that is owned or available every year increases does not become a benchmark in terms of increasing profitability. The net profit margin shows a decrease in profitability at PT XYZ even though profit is always increasing. From the results of this study, it was found that significant working capital does not necessarily produce high profitability. In this study, capital turnover (working capital turnover) has no significant effect on profitability measured using the net profit margin. This is also supported by previous research conducted by Asep Saeful Falah (2016) with the title "Effect of Working Capital Turnover on Net Profit Margin at PT XYZ" which concluded that working capital turnover does not affect the net profit margin. So that in the absence of the influence of working capital turnover on profitability as measured by the net profit margin ratio, it is expected that company management will be wiser in making a decision in allocating available funds, able to determine its objectives and policy direction, improve the ability to plan well on funds that will be used by the company in the future.

Conclusions and Recommendations

Conclusion

Based on the research that has been done and refers to the discussion of the research in the previous chapter, the following is a conclusion of the research conducted at PT XYZ:

1. Based on the results of the analysis on working capital turnover that occurred at PT XYZ, it can be concluded that although available working capital has increased for 2012 to 2016, PT XYZ's sales side has decreased, resulting in unstable working capital PT XYZ.
2. In this study, PT XYZ's profitability measured using net profit margin fluctuated, which illustrates the poor condition of the company from the sales side. When tested using a coefficient of determination analysis tool, the amount of contribution or influence of working capital on profitability is 0.214, which means the effect of working capital on profitability is 21.4% and the remaining 78.6% is influenced by other factors not examined.
3. Based on the results of the t-test that has been done, see that t count <t table. So the hypothesis is rejected, where it can be concluded that working capital does not have a significant effect on profitability at PT XYZ.
Recommendations

Based on the results of the analysis that has been carried out and refers to the conclusions above, then suggestions are proposed that can be taken into consideration for PT XYZ in making decisions, namely:

1. From the results of tests that have been done, it can be seen that working capital has no effect on increasing profitability, but in theory, it should be influential, so that each company needs to be careful in managing working capital and to be used as effectively and efficiently as possible to obtain profit.

2. Apart from working capital as for other factors that must be considered in increasing profitability, namely the management of production costs or operating costs so that profitability can continue to improve and attract the interest of prospective investors because of the company's excellent performance in managing finances.

References


Silviana Dwi Sulistianingrum. 2012. Pengaruh Perputaran Modal Kerja Terhadap Profitabilitas Pada perusahaan Property dan Real Estate terdaftar di BEI.


THE EFFECTIVENESS OF THE INVERTED CLASSROOM LEARNING MODEL FOR PRE-UNIVERSITY CHEMISTRY STUDENTS: THE PRELIMINARY STUDY

Ayu Afiqah Nasrullah*, Mohd Azrul Abdul Rajak, Nur Hazwani Dahon, Megawati Mohd Yunus, Sazmal Effendi Arshad and Wardatul Akmam Din

Preparatory Centre for Science and Technology, Universiti Malaysia Sabah, Jalan UMS, 88400 Kota Kinabalu, Sabah

*Corresponding Author: ayu.afiqah@ums.edu.my

Abstract:

Moving a step closer in achieving Vision 2020, Science, Technology, Engineering and Mathematics (STEM) Education has always been a priority for Malaysia. Malaysia Higher Education Institution is implementing one of the goals which were to establish a scientific and innovative society. STEM provides students with the opportunity to investigate the information provided to them through inverted classroom (IC), in order to understand it based on their own experiences and makes learning more relevant as students are exposed to the concept of problem-based learning (PBL). In the Traditional Teaching Method (TTM) frustration has arisen when students were not able to translate information given during lectures into useful information that would allow them to complete their homework. Lecturers are continually being challenged to think about how best to integrate digital technologies meaningfully and effectively in their lectures. Reflecting this is the rise of IC. The purpose of this study was to assess the effectiveness of an IC by using the problem-based method in Chemistry subject among Pre-University students. Students were divided into two groups; experimental (EG) and control (CG) group. A topic in Chemistry had been selected, and the model paper test was given to both group before and after the lecture session. The EG will experience a shift in learning culture where student-centred approaches were implemented through given materials and asked to solve a PBL study case. On the other hand, the CG will comply with the TTM before given a similar study case. The result indicated significant improvement in model paper test marks for EG if compared to the CG. This reflects the effectiveness of IC as a central platform that helps to improvise and enhance teaching and learning methodology in the Pre-University Chemistry level.

Keywords: inverted classroom, effectiveness, chemistry education, inverted problem-based learning, pre-university, University Malaysia Sabah

Introduction

Nowadays, the educational system for the institutions of higher education is facing other challenges in refining the efficiency of teaching and learning process, especially for the STEM courses. The conventional educational systems are likely to content with the learning and
teaching approaches as it keeps students away from realising their potential and develop their soft-skills.

Nevertheless, many studies addressed about the varies pedagogy of teaching and learning such as personalized learning (Azida & Bilal, 2013; Netcuh & Ph, 2017), PBL (Gorghiu et al., 2015; Yew & Goh, 2016), an IC (Teo et al., 2014; Smith, 2013; Bergmann & Sams 2012; Bishop, Beach & Engineering, 2013; Christiansen, 2014) and e-Learning (Wan & Niu, 2018; Hubalovsky, Hubalovska, & Musilek, 2018; Chang, 2016) which are followed three pedagogical principles: personalization, participation and productivity (Luna, 2015); have been used in the classroom as the alternative for the conventional educational systems.

In recent years, IC has gained attention to be applied during the learning and teaching process as it can substitute the conventional pedagogy approach. An IC is the independent learning process, as the students were exposed with the lecture contents outside of the classroom through the lecture videos or readings (Smith, 2013; Teo et al., 2014; Fitzgerald & Li, 2015). In other words, students can self-learn the course contents at their own learning time and learning pace (Flaherty & Phillips, 2015). For this model, a lecture period in the classroom was substituted with the active learning activities such as the PBL activities, discussion and debates, as the instructor was involved only for guiding problems solving and clarifying information (Christiansen et al., 2017; Fautch, 2015). Many literatures show the significant results in applying the IC model as it enhances the students’ engagement, participation, level of interest, enthusiasm and performances as well (Bishop, Beach, & Engineering, 2013; Teo et al., 2014; Fulton, 2012). The support system and technology in this model provide the flexible and interactive conditions to promote students to think effectively and creatively, fast-feedback and highly-responsible to their learning process (Herreid & Schiller, 2012; Lo, Hew, & Chen 2017; Flaherty & Phillips, 2015).

Literature Review

Literature in implementing an IC in Chemistry subject for the high school, college and university students show the positive outcomes (Ryan & Reid, 2016; Science, 2016; Cormier & Voisard, 2018; Yestrebsky, 2015; Bradley et al., 2002; Teo et al., 2014; Smith, 2013; Fitzgerald & Li, 2015; Christiansen, 2014). The combination of new technologies in this model are practical tools since it provides comfortable and flexible approaches to the students in the learning process, as it is appropriate in the 21st century (Fitzgerald & Li, 2015; Revell, 2014). Furthermore, the problem-based solving activities and discussions during classroom enhanced the interest level and soft-skill materials of students due to their engagement and participation in the activities, resulting in the improvement of their comprehension of the topics (Bergmann & Sams, 2012; Fautch, 2015). As a result, it increases the performance of students on the summative assessments (Fautch, 2015). The study on the implementation of an IC for Chemistry subject among the Pre-University students has not been reported.

Furthermore, the difficulties of learning and teaching process for the students in Pre-University are not similar to other levels due to the structure of course contents, teaching styles and the behaviour of students. Hence, the present study performs the investigation of the effectiveness of an IC for Chemistry subject among the Pre-University students. In the study, a topic that
relates to the state of matter; solid and liquid have been focused on the IC. The present study should give significant outcomes since it could provide new perspectives in the integration of an IC to support the learning process of Chemistry subject among the Pre-University students.

Methodology

Research Design

For this study, a sample of 84 pre-university students was chosen from all students registered for the Foundation of Science, University Malaysia Sabah intake 2018/2019. Students were purposely selected according to two effective teaching-learning approaches namely, inverted problem-based learning classroom (IPBLC) and traditional teaching methods (TTM). The experimental design was divided into two groups which were experimental group (EG) and control group (CG). TTM conducted the CG meanwhile the new teaching approach which is IPBLC goes to the EG. The same lecturer taught both groups thus eliminates the teacher factor. As for the experimental treatment, the researcher was supplying different lecture materials to the EG (e.g., they were provided with online resources including video lectures, theoretical slides, chapter exercises and quizzes as well as online discussion with their lecturers during the flipped classroom session).

On the other hand, the CG is undergoing the TTM for the similar topic for a two-hour session. Theoretical slides and exercises were provided to this group during the class period. The PBL was conducted to assess the students' understanding towards the topic learned after the experimental treatment, thus both groups were tested with an identical problem and expected to present their findings at the end of the sessions with only a team of five in each group.

Data Collection

The model paper test consists of 9 questions that used for both pre-test and post-test. The questions address to chapter four in their chemistry syllabus semester one which covered solid and liquid phase. The model paper test was administered for both groups at the beginning of the semester to determine before and after implementation in term of student performance. During PBL intervention, students were divided into a group of 16 that consisted of EG and CG. The student task was related to that the solid and liquid phase issues whereas it required they solved the problem among their group members in a given time before proceeding to the presentation. In that problem, lecturer encourages the students to develop their solution, support the student by asking a question in becoming an effective thinker. Students can use information resources (all media types) and lecture materials as sources of information. The materials do not teach, but rather support the student's inquiry or performance. After the discussion, the students are all engaged while presenting their problem-solving. At the end of the session, the same model paper was given to the same groups as a post-test reviewed to make comparison analysis against the pre-test results.

Data analysis

A statistical software package, SPSS version 23, was used to analyse the data and to produce descriptive statistics. To analyse the students’ performance based on the results obtained from the pre- and post-tests, independent t-test was used to test for differences in terms of mean.
marks in both pre-test and post-test between the EG and the CG. Statistical significance was set at Sig. value < 0.05.

**Discussion**

In order to help identify any a priori differences between the EG and CG, their performance in the past Chemistry SPM 2017 grades was compared as shown in Table 1. From the sample of 35 CG students and 49 EG students, it can be said that the distribution of the sample of the study is well distributed according to their past Chemistry SPM 2017 grades. There was no statistical difference between the two groups, suggesting that the CG and EG groups were very similar in background and ability before the Pre-University Chemistry course. Nonetheless, where applicable, course grades were used as a covariant in statistical analysis.

<table>
<thead>
<tr>
<th>Group</th>
<th>Grade</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>A+</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>A-</td>
<td>8</td>
<td>22.90</td>
</tr>
<tr>
<td></td>
<td>B+</td>
<td>15</td>
<td>42.90</td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>10</td>
<td>28.60</td>
</tr>
<tr>
<td></td>
<td>C+</td>
<td>2</td>
<td>5.70</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>35</td>
<td>100.00</td>
</tr>
<tr>
<td>Experimental</td>
<td>A+</td>
<td>3</td>
<td>6.10</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>3</td>
<td>6.10</td>
</tr>
<tr>
<td></td>
<td>A-</td>
<td>9</td>
<td>18.40</td>
</tr>
<tr>
<td></td>
<td>B+</td>
<td>18</td>
<td>36.70</td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>10</td>
<td>20.40</td>
</tr>
<tr>
<td></td>
<td>C+</td>
<td>6</td>
<td>12.20</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>49</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Content coverage was compared in the TTM and IC offerings. The topic that is chosen for this study is the States of Matter: Solid and Liquid phase. The reason being is that this topic has been taught during high school and for Pre-University level, this topic being teachers in depth. Thus, it will make the IC much more interesting and ease the students. Both groups were assessed through a pre-test or exam in the 1st week before the topic being introduced. The following week was the TC & IC and followed by problem-based learning and a post-test.

For us to evaluate the effectiveness of the IC, students' performance on the pre-test and post-test in the IC and TTM courses were compared. This study uses the independent t-test to see whether there is a statistical difference in terms of mean marks for both pre-test and post-test between the EG and the CG. The results are shown in Figure 1. It is seen that there is no significant difference in the mean marks of Chemistry pre-test between the EG and the CG before the implementation either for the inverted classroom or traditional classroom. After the implementation of both TTM and IPBLC, the mean marks of the post-test by the CG and the
EG has increased from 14.5429 to 20.4857 and from 14.9388 to 22.8980 respectively. However, it is important to note that the EG has shown a more significant improvement in terms of mean marks for the pre- and post-test after the intervention of inverted classroom.

According to Table 2, it shows that there is no statistically significant in the Chemistry pre-test result between the control and experimental groups as the p value is higher than 0.05 but the Chemistry post-test result in the EG is significantly higher than the CG with U=604.500 & p=0.008 (p value is lower than 0.05).

<table>
<thead>
<tr>
<th>Test Statistics</th>
<th>Pre-Test</th>
<th>Post-Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mann-Whitney U</td>
<td>901.000</td>
<td>604.500</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>0.938</td>
<td>0.008</td>
</tr>
</tbody>
</table>

The study result showed significant improvement from EG compared with the CG. This proves that the IC method is more effective in pedagogy. This effectiveness influenced by various factors that include digitalisation, learning time flexibility, and independent learner. As the world emerges into a world of digitalisation, information is better consumed through a digital platform such as online, video content, and even from social media (Smith, 2013; Teo et al., 2014; Fitzgerald & Li, 2015). The digitalisation helps to reduce hustle and time consuming to access the information. Thus, it allows the student to gain access to information needed easily anytime and anywhere. On top of that, there is various similar information available online for the same topic. The student will have more content to make a comparison of the sources available for their better understanding of the topic.

Flexible learning is one way to address these shifts. Flexible learning gives students choices in learning pace, place and mode of learning. This is because some students prefer to study during the day while others during the evening or night. The time at which the lecture is schedule...
could have an impact on the learning ability and subsequent performance of the student. Thus, the student would be able to choose the most suitable time, place and mode of learning for them to study at their best focus. (Flaherty & Phillips, 2015).

Furthermore, through IC students will have enough time to study and understand the subject, as they have time to study the material given such as online lecture videos, lecture notes and tutorial questions. Adequately produced video motivate students and focuses their energy through engagement and excitement. Students respond very well to high-quality videos because it helps them to understand difficult material. They have the opportunity to replay the video several times to ensure they mastered a particular topic. The student may pause, fast forward and rewind as they wish. Compare with the traditional method whereby the student is required to attend class and to try to understand the lecture in certain hours of lecture. (Buzzetto-More, 2006)

Besides, the students are becoming an independent learner, where they are better prepared in solving their PBL case. The students tend to source for information independently which makes their understanding towards the topic far more in-depth compared with CG which usually are given information during the lecture period. As the TTM had a less profound impact on students learning performance, IPBLC shows promising performance in their post-test result (Bishop, Beach, & Engineering, 2013; Teo et al., 2014; Fulton, 2012). Thus, this finding encourages educators and test practitioners to provide more effective educational tools for an active students' engagement in the classroom.

**Conclusion**

Through this research of Inverted problem-based learning classroom (IPBLC) method, it has proven its effectiveness in enhancing students understanding towards solid and liquid topics in Chemistry. It showed definite improvement of result during the pre-test and post-test. The implementation of digitalisation much influences the effectiveness of IPBLC through exciting and engaging study materials such as video content, lecture note, and online discussion. Although the IPBLC brought positive results, it cannot be taken lightly, as there are needs for proper monitoring and control system to ensure the participation of students in the learning process.

On top of that, study material produced must always be attractive and in good quality to ensure student having the best learning input. To further understand the effectiveness of this method, a series of surveys on student's perceptions should be conducted to define the correlation between learning performance and students learning outcomes. Hence, different level of difficulties and more challenging Chemistry subject should be tested to evaluate the validity of this method effectiveness — for instance; chapters in Organic Chemistry

**Acknowledgement**

This work was supported by the Universiti Malaysia Sabah Research Grant Scheme (SGPUMS) from Universiti Malaysia Sabah (SBK 0294-SSI-2016).
References


Herreid, Clyde Freeman, and Nancy A Schiller. (2012). “Case Studies and the Flipped Classroom.”


Century?” *Education Research and Foresight*, 1–21.
Netcoh, Steven, and D Ph. (2017). “Balancing Freedom and Limitations: A Case Study of
Choice Provision in a Personalized Learning Class.” *Teaching and Teacher Education* 66.
Revell, Kevin D. (2014). “A Comparison of the Usage of Tablet PC, Lecture Capture, and
Online Homework in an Introductory Chemistry Course.” doi:10.1021/ed400372x.
Ryan, Michael D, and Scott A Reid. (2016). “Impact of the Flipped Classroom on Student
Performance and Retention: A Parallel Controlled Study in General Chemistry.”
doi:10.1021/acs.jchemed.5b00717.
Smith, J Dominic. (2013). “Student Attitudes toward Flipping the General Chemistry
doi:10.1039/c3rp00083d.
Teo, Tang Wee, Kim Chwee, Daniel Tan, Yaw Kai Yan, Yong Chua Teo, and Leck Wee Yeo.
Recommendation Approach Based on the Self-Organization of Learning Resource.”
doi:10.1016/j.knosys.2018.06.014.
doi:10.1016/j.hpe.2016.01.004.
THE IMPACT OF SOCIAL MEDIA AND ONLINE BOOKING ON ORGANIZATIONAL BEHAVIOUR, ETHICAL WORK CLIMATE AND EMPLOYEE COMMITMENT IN A TRAVEL AGENCY

Zarena Abdul Karim¹*, Roshidi Hassan²

¹ Arsyad Ayub Graduate Business School, Universiti Teknologi Mara, Malaysia
(E-mail: laneyna1615@gmail.com)
² Arsyad Ayub Graduate Business School, Universiti Teknologi Mara, Malaysia

Abstract:
In describing the organizational behaviour, ethical work climate and employee commitment in a travel agency which trend of social media and online has given a tremendous impact to the industry. As we know, 20 years back, in any travel agency, people who tend to travel, will refer to their preferred travel agency for consultation. They will organize their holiday or business plan with the travel consultants on which is the best destination for them to travel. But now days, with the vast information technology, gadgets and social media, a travel agency is seemed to be dying off and this gives a negative impact to the behaviour, ethical work climate and employee commitment towards organization performance and achievement. This is because the trend of people visiting their travel agency is slowing down as travellers tend to book their travel arrangement directly through social media or online booking. Even though there are few travel agencies in Malaysia that have down sized, merged and even closed their business due to high operational cost incurred with poor sales turnover. For example, recently Reliance Travel has totally closed its business due to its inability to sustain its operation. The impact of social media does this gives negative impact towards the organizational behaviour, ethical work climate as well as employee commitment in a travel agency. In a working climate, the substance of building an organizational behaviour could not distinguish from the existing commitment within employees in an organization. The challenges and contribution of organizational behaviour is to be a driving force in the foundation of effectiveness of travel industry.

Keywords: social media, organizational behaviour, tourism industry

Introduction
Social media and online booking have been the main platform for travellers to plan for their travelling. With vast technology and gadget at their fingertips; social media and online booking has become a necessity for travellers to have the apps on their hand-phones, Ipad or any devise that they have. It has become a way of life for travellers as well as travel industry practitioners to use social media as their marketing platform. Social media such as Facebook and Instagram are widely use by employee of a travel agency as their tool. The information shared and
gathered via social media will be used to transfer within employee in a travel agency. The organizational behaviour must be change parallel with the technology era or trend use by travellers.

Now-days, a travel agency is not obsolete as they cannot implement the traditional way of how it was being done 10 years ago. Even-though a travel agency do produce a segmentation of 60% on airline booking, 30% on travel packages and remaining on other travel product such as cruise, transportation, visa and insurance. Most travel agencies have shifted their focus the traditional way to online as they need to adopt with the new technology and trend.

No doubt 15 years ago, travellers would still refer or visit their preferred travel agency for advice on their travelling arrangement. Due to technology and innovation change, travellers shift the way of travelling by arranging themselves using online booking. Social media or online booking such as TripAdvisor, Expedia, Agoda or Booking.com influence traveller’s decision making in their travelling need.

They do not visit and seek anymore advice from their travel consultant on their travelling plan. This situation has changed the mind-set and attitude of travellers which indirectly the growing role of social media in tourism has been increasingly an emerging research topic. Social media can be interpreted as a way of life for travellers and consumers which it has become an element in travel industry’s marketing strategy. How can this be affected and influence the organizational behaviour in a travel agency.

Social media and online booking have become the main competitor towards travel agency. Before this era became popular and mostly used, travel agency is a company that customer will refer to for their travelling needs.

Organizational ethical climate can be referred to the moral atmosphere of a working environment and the level of ethics that are being practiced within the company itself.

What we can defined here is that in a travel industry, social media is now influencing the organizational behaviour of an employee in a travel agency. This is because, client is now able to browse and compare price and product with social media and online booking. When this comparison is being done, client will then compare with the product and price that a travel agency provides.

Organizational behaviour can be interpreted as social systems, combination of humanity and technology. Organizational behaviour is the study and application of knowledge about how people react within the organizational. From the interpretation, we can relate on how social media and online booking influence the organizational behaviour in a travel agency. It can also define as systematic study of the actions and attitudes that people exhibit within the organization.

Travel agency seldom able to match the price and product that being offered by social media or online booking. OTA or online travel agent is another name for social media or online booking. They provide services via online and social media.

At certain times, employee of a travel agency may feel stress as they must compete with the social media or online booking who offers lower price compare to what they have in their
travel agency. Travel agency has its own overhead cost that need to be look into yearly compare to social media or online booking companies.

Online booking such as Expedia, AGODA, Booking.com, hotel.com has its own strategy in producing volume rather than percentage on profit margin. At certain time, there are OTAs that are illegal, and they are not bind with the policy from Ministry of Tourism Arts and Culture (MOTAC)

Nowadays, social media and online booking plays an important role in many aspects of tourism, especially in information search and decision-making behaviours, tourism promotion as well as in focusing on best practices for interacting with consumers. Consumers are now be able to make their own airline or hotel reservation without referring to any travel agency. They can refer to Trip Advisor for references from visitor who shared their travel experience in their website. These feedback or recommendations can be used as information search and references in consumer decision making. Nevertheless, consumers must be sensitive and be-careful on which social media or online booking that they would like to use to avoid scammers or even fraud.

Significantly, most travellers will like social media pages which are related to their travel plan. This information is useful for them as well as travel agency to penetrate the market itself and to gather information. This can be used as their strategy to attract travellers to purchase the destination with them. From social media, it gives both positive and negative impact to an employee of a travel agency. This is because they need to identify what is the current trend and marketing tool to attract more customer.

According to (Kim, Li, & Brymer, 2016) internet innovations have played an important role in business performances. This can relate to how it can give an impact to a travel agency on their daily transactions, indirectly it may result to lower sales performance. It is true that social media and online booking will allow a change information within employees of a travel agency that gives an impact to their ethical and work climate.

The advantage of social media and online booking in a travel agency provides opportunity for an organizational behaviour change. Employee will feel its impact on how social media and online booking influence the way they work in the organization. They learn new information, how to strategies the way to promote product in the right market. There will be a feeling of eagerness to compete and being competitive in the travel industry within the employee.

Sigala & Chalkiti, (2014) has mentioned that Web 2.0 applications provide the opportunity to transfer internet capability to the social environment where individuals are able to interact online by using social media.

According to Hur, Kim, Karatepe & Lee, 2017, popularity of a destination in social media helps and facilitates organizational behaviour and change within employees. It allows users without being to be physical presence and be able to communicate. Employee commitment and change helps travellers’ decision making on a destination.

At an event, social media provides an effective information for better business performance in an organization. An employee must take the initiative and be able to change due to change of technology. According to Chang and Hsiao (2014), social media have changed the revolution in communication in people’s lives with their explosive growth and widespread application.
In the nineties, travellers were not exposed with social media, online booking or even any technology know how gadget. Travellers then will visit their preferred travel agent for advice and recommendation on destinations that they intend to go. They will get information and updates from them before deciding. They will make their decision after being recommended by their consultants. Or even travellers will refer to newspaper cutting whom travel journalist have visited such as hotels, exciting places (Zeng & Gerritsen, 2014) which now can be obtain via TripAdvisor or any travel bloggers.

Compared to the new era, travellers make their own decision making without consulting any travel agency. They used social media and online booking for information search before proceeding for a decision making (Munar & Jacobsen, 2014). Within years, the travel industry has grown gradually, rapidly and steadily without any limitations (Wood, 2017). We cannot stop any technology change that brings an organization’s effectiveness.

There are four factors affecting Organizational Behaviour; people, structure, technology and environment. From these four sectors we can relate that due to technology change from the traditional way of how travellers organize their holiday plan by seeking travel agency to social media. With this change it has affected the people which is the employee from the point of commitment, ethical and behaviour towards technology change.

McAfee, 2006 mentioned that the ubiquity of social media has even penetrated at workplace, facilitating organizational communication and knowledge work which was impossible in the past.

**Literature Review**

A travel agency is not just a profit-oriented organization and servicing travellers but there are other components or resources which relate to it. Physical building, location, facilities, human resources along with other organizational units such as Finance, Information technology, Marketing which relate to strategies and knowledge sharing (Gannon et.al., 2015; Leonidou, Fotiadis & Zeriti 2013)

Social media and online booking can be benefited in a travel agency when there is networking occurred within (Trainor et.al., 2014). According to Harrington & Ottenbacher, 2011, the knowledge sharing, activities which can influence change in organizational behaviour of employee’s commitment towards company. Employee work ethic will reflect in the result of the company’s performance.

According to (Barreda et al., 2015) sharing information in social media is an effective process where it enhances the purchasing power among travellers as well as to help the decision making in travel related. It defined as an internet-based resource capability that enables technology know how. This compliment other resources in an organization (Sigala, 2012)

Despite the growing research on tourism innovation (Gomezelj, 2016) for a systematic review, the existing literature has focused mostly on the inputs into (investment, knowledge, actors, etc.) and especially the outputs from (nature and types of innovation, impact on performance, etc.) the ‘black box’. While all these areas are important, the aim of this research is to focus on the innovation process itself, providing an overview perspective which is lacking in tourism.

Analysis was conducted and found that tourism has been seen by many entrepreneurs as well as businessman a strong and strategic economic sector that performed relatively during economic crisis. Travel practitioners identify that tourism industry is the first industry that will be affected during any political, economic or natural disaster occur. And this industry will be the last to recover which it may take time depending how seriously the crisis occurs.

In common situation, leisure holiday is one of important product that travellers may consider. Travellers has their own yearly budget that they have allocate to travel. By using social media and online booking, it gives the opportunity for them to choose and make decision. Niche product such as skiing, golfing and other related travel product is substantial to a travel agency. Employee of a travel agency will experience the process of change in order to provide extensive services to travellers’ need and requirement.

Travel industry, which is leisure related, may been affect by social media and online as travellers are free to select the best medium to satisfy their needs. But for corporate organization, they would still require travel agency to organize or plan their business or meeting requirement. It is potentially value generating and few entrepreneurs feel that travel industry provide opportunities for a highly motivated work, regardless in a hotel or travel agency. While the first and second main reasons are structural, the last two are individual scale: a dominant personal motivation to be an entrepreneur and a lifestyle orientation, respectively.

Travelers be able to choose hotel accommodation, touristic destination, holiday package, restaurant to dine in, they will refer to advise or recommendations via social media or online platform before decision is being made. They will ask for advice or opinions or recommendations prior to what others have experienced. Word of mouth, advertisement, flyers or viral in social media plays an important aspect towards travellers’ decision making.

Travellers able to get first-hand information from the reviews given and posted by bloggers which this can increase the traveller’s decision making and they have choices to choose (Xiang & Gretzel, 2010). All online posting reviews which contain their experiences, food, hotel, photos and videos of travel and hospitality product and experiences can influence travellers’ decision making. Employee organizational behaviour do affect from this which they can learn and used the information as tool and strategies to increase the company’s performance. Microblogging has also emerged, where users post a short message, usually via a mobile phone, on forums such as Twitter.

According to Akehurst, 2009; Flanagan & Metzger, 2013, ratings of travel product, services and experiences are being shared in Trip Advisor. This information may influence traveller future planning in their decision making. Employee at a travel agency will also use this sharing knowledge to advise their client the destination. The feedback given by experience travellers are reliable and trustworthy. It can be used as reference and may change the employee commitment and organizational behaviour in a travel agency.

Online reviews and comment via social media can be positive or negative. These reviews will be used by travellers as reference for their decision making. Reviews on restaurant, places of interest, hotel will be used for travellers’ weather to proceed with their plan for holiday. First-
hand experiences and reviews are beneficial for traveller so that they are aware of what to expect when they arrived at the destination (Yoo & Gretzel, 2008). Employee at a travel agency will also use this information to explained further on the destination chose by a traveller.

Maximizing the benefits, and minimizing the negative impacts, of online reviews are challenges facing many tourism and hospitality businesses. In the past, word-of-mouth was generally equated with personal communication, involving one-to-one communication from business to consumer (B2C) or between consumers (C2C).

Word of mouth (Ewom) play an important role and influence the organizational behaviour in a travel agency. Reviews and online comments shared within the social media gives an impact to the decision making of a traveller. This relate to travel services and product (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004).

Can social media influence employees’ work performance, ethical and organizational behaviour?

**Discussion and Conclusion**

Social media and online booking strengthen the knowledge sharing and resource locating that can benefit travelers. This can be adopted in a travel agency to change the organizational behavior, employee work commitment and ethical. Through social media, employee may be able to adopt information shared within the team. Knowledge sharing can be shared among employees.

It is belief that social media can accommodate employee’s social capital and subsequently facilitate knowledge transfer. Both social media and knowledge transfer help to promote work performance. Employee will adopt, shared information and trust to represent respectively the structural, cognitive and relational dimensions of social capital.

The maintenance and development of network ties is no longer needed to rely largely on face to face communication but instead can rely on the virtual community created by social media. From the study, we can see that how social media and online influence employees’ commitment, ethical and organizational behavior in the travel agency. It has both positive and negative impact which results to the performance of company. With the social media, travelers tend to compare price and product that they obtain from online travel agencies.

How do we react? Can travel agencies compete with what social media and online booking offers? Employees in a travel agency has to study the price and product given to and explained thoroughly to travelers what the inclusions and exclusions of a product shown. A travel agency may not be able to compete or offer the price shown in the social media or online booking due to factors as price shown are too low, operational cost that is not affecting the social media compared to travel agency. But what can a travel agency sustain in the tourism industry is by the services rendered to their clientele.

An employee in a travel agency professionally be able to use and leverage social media and online booking in the organization. Travel agency can collaborate and coordinate with other social media platform and gain knowledge sharing with them. Indirectly this can increase the
performance of the company. The collaboration is a positive move that a travel agency can obtain from social media. It will be much easier for the employees to develop shared vision and mission of the company.

Social media and online gives huge impact towards working performance of an employee in a travel agency. The knowledge that they shared and obtain from social media will be used towards travelers who require advise for their travel arrangement. Proven that cooperation, sharing information, communication and interaction can reduce conflicts within employee in a travel agency. Indirectly it can develop successful decision making and will increase effectiveness within department (Nahapiet & Ghoshal, 1998)

Stasser and Titus, 1985 from knowledge transfer gained from social media and online booking will provide comprehensive consideration as well as providing options in problem solving. This may lead to effective decision making that may reflect positive organizational behavior in a travel agency.

In fact, through control variable, we can expect that individual experience with social media may have a positive effect on work performance. Employee who have extensive rich expensive with social media are likely be better foster their social capital in virtual communities, increasing the extent to which knowledge is effectively transferred.

With the impact of social media and online booking, it gives a change of working climate whereby due to change of technology, employees may experience an organizational behavior towards organization’s change. It gives a positive change towards employee’s commitment in the day to day work.

As conclusion, the social media and online booking gives an impact towards organizational behaviour, ethical, work climate and employee commitment in a travel agency. Travel agency must move forward and look on how to maintain its business in order to compete the vast technology change into social media and online booking.

Social media and online booking are taking over everyone’s daily life which everything can be done via apps. Travel agency has to strategize on how to sustain in the travel industry with the influence of social media and online booking which will affect the organizational behaviour of their employees’ ethical and commitment.

References

THE INFLUENTIAL FACTORS OF INVESTMENT DECISION MAKING IN MALAYSIAN PUBLIC LISTED COMPANIES

Arifha Mohamad¹, Nor Suziwana Tahir², Yarina Ahmad³

¹Faculty of Administrative Science and Policy Studies, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia.
(E-mail: arifhamohamad@gmail.com)
²Faculty of Administrative Science and Policy Studies, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia.
³Faculty of Administrative Science and Policy Studies, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia.

Abstract:
Individual shareholders made investment decision making based on their main objectives from the trading activities, in reducing risk with high return. This study seeks to identify the influential factors of investment that affect the individual shareholders’ investment decision making, specifically in the Malaysian Public Listed Companies (PLCs). Using quantitative measures, questionnaires were distributed to the individual shareholders during the company’s Annual General Meeting (AGM). This study managed to collect 680 respondents from the survey. It was found that accounting information, personal financial needs, advocate recommendations and images of the company are the drivers that affect individual shareholders’ decision to invest in a certain PLC. Meanwhile, individual shareholders in Malaysia did not rely on corporate social responsibility (CSR) in their investment decision. The limitation of this study is its respondents of individual shareholders as the unit of analysis while leaving out other investors. Due to the numbers of constraints, such as incurred huge costs, required human effort and time shortage, this study only managed to collect a sample from trading services sector, industrial product sector and consumer product sector traded by individual shareholders as a representation from a group of individual shareholders’ trading shares in the Malaysian PLCs. This paper provides new insight into the development of financial and non-financial factors to the investment decision making in the Malaysian Public Listed Companies (PLCs). Thus, it is recommended to analysts the implication of other factors that might be influence investment decision making other than individual shareholders.

Keywords: Accounting information; personal financial needs; advocate recommendations; images of company; corporate social responsibility (CSR); investment; decision making.

Introduction

In Malaysia, investment activities can be made widely in various types of securities provided. However, investment in stocks has consistently proved to be one of the most profitable forms of investment available. This is due to the several values associated with the
investment in stocks, such as affordable transaction cost, easy monitoring, and ability to maximize the return. As the mainly stock marketplace that handle the daily securities trading, Malaysia stock exchange had been recognized as the 27th largest exchange out of the 79 stock exchanges. As of March 2018, Bursa Malaysia’s Market Capitalization is $445.95 Billion and the country has a Gross Domestic Product (GDP) of $312.4 Billion (Department of Statistics Malaysia, 2018).

According to the CEO of Bursa Malaysia, Datuk Seri Tajuddin, there is a positive response in the involvement of Malaysian in trading activities as there were 36% of younger investors entering the market in larger numbers (Aruna, 2017). The betterment shows that the initiatives developed by the Government and regulatory authority have paid off, even though it is not fully utilizing. Among the initiatives are improve the law, education and training, and provides a growth opportunity in the regulated environment.

However, every success there must have been the drawback. Generally known, the investment experience does not involve only the internal environment, between the company and investors, but it is also affected by the external environment, such as political, legal requirement and economics. It might be very challenging to the investors in making a wise investment decision, especially the individual shareholders. Plus, the investment decision also affected by the psychological factors, on how the individual shareholders interpret and adapt the information provided. It is because, in the consistency of the behaviour, the individual shareholders will make irrational thinking, which leads to high risk and loss in the investment.

The recent cases that given the impact on the investment environment in Malaysia is political impacts. The new government in Malaysia, Pakatan Harapan’s stunning victory at the 14th General Election (GE14) had given impact to the Malaysia stock market, especially stocks that are relying heavily on the previous government, and foreign investors. The unprecedented electoral victory by Pakatan Harapan was unfavourable to many stocks, namely, MyEG Services Bhd, George Kent (M) Bhd, Nexgram Holdings Bhd, and Ahmad Zaki Resources Bhd (Kana, 2018). Meanwhile, some of the favourable stocks, such as Nestle Bhd, Berjaya Corporation Bhd, FGV Holdings Bhd and Fraser and Neave Holdings Bhd (Chin, 2018).

From the internal overview, the riskiness of investment decision is contributed by enough capital, investment goal or objectives, understand the concept and occupied with reliable information. That is one of the major reasons many cases had been reported for the investment scams that made most of the individual shareholders incurred a loss in the investment. Recently, State Commercial Crime Investigation Department head (JSJK), Superintendent Annual Amri announced that there were 47 police reports received losses of RM 2.6 million from victims of investment schemes organized by a company (Ahmad, 2019).

It is proved that the investors, especially the individual shareholders have to well-being prepared with the investment risks, in order to achieve the high return. It is very common that, the high risk associated with the high return. But it goes back to the capabilities and abilities of an individual in making a wise investment decision. So, this study ought to examine the factors contribute to making the investment decision among individual shareholders. The next section will highlight the literature review of the study.
Literature review

Investment Decision Making

Shah, Ahmad and Mahmood (2018) had examined the influence of heuristics behaviour on the individual shareholders that are actively trading on the Pakistan Stock Exchange. The result showed that heuristics behaviour, which composed of the overconfidence, representativeness, availability and anchoring does not give impact to the individual investors’ investment decision making. The study conducted by Bellofatto et al. (2018), the result of the study showed that investors that have a higher level of financial literacy tend to invest more in the stock market due to the overconfidence behaviour. More surprisingly, those overconfidence investors have a better investment performance even after controlling for transaction costs and on a risk-adjusted basis.

Further, this is some other findings also from Rasheed et al. (2018), which showed that the psychological factors, namely, representative bias and availability bias influence the investment decision making among investors whose are operating at Islamabad, Lahore and Sargodha. It is indicated that the loss in the investment is attributed by irrational thinking. The well-controlled of the psychological factor with the full information and experience able to mitigate the wrong investment decision.

Seetharaman et al. (2017) asserted that individual investors in Singapore have an insignificant relationship between the risk profile and the choices of the investment portfolio. The study was modelled using the smart-pls statistical packages (PLS-SEM) in determining the investment behaviour among the individual investors. Behavioural explanations of an individual fail to assess the risk of the company and uncertainty events in the investment scenario. The finding is in contrast to some study, by Hunjra, Qureshi and Riaz (2017), which found that the investors from Islamabad Stock Exchange have to deal with the determinants of the propensity of risk, the framing of the problem, asymmetry of information and perception of risk in making a financial decision.

According to Anum and Ameer (2017), the behavioural in the psychological factors give an impact to the individual investors’ investment decision making. The study had been conducted by distributing the questionnaires among investors from Pakistan Stock Exchange and were analysed through SPSS software. In comparing among the behavioural factors, consisted of heuristics, prospect, market and herding, the highest mean value is undertaking for the prospect variable, followed by herding, heuristics and market. It can be interpreted that Pakistani individual investors were mostly committed a behavioural error from the prospect factors, such as loss aversion, regret aversion and mental accounting biases in their investment decision making.

Images of Company

In India, Gupta et al. (2018) found that the images of the company depend on the credibility of the management of the company. The role of the CEO’s personal characteristics proved to be significantly influential to investment decision making. In addition to that, Nelson (2017) proved that most of the investors strongly support companies that have a more credible Board of Directors and greater board accountability. Cal and Lambkin (2017) conducted research on stock exchange brands as an influence on individual investors’ investment in
Turkey and Ireland. Stock exchange brands are the proxy for the good images of the company. Based on the analysis, all those brands have a direct relationship with investment decision making. Based on the telephone survey conducted by Shandwick (2017) among investors, the study found that the most influential intangible factor that influences investment decision making is the quality of the management in playing such important roles.

Ariful et al. (2015) examined the factors of investment decision making in Bangladesh. The result showed that images of the company are one of the 25 factors that influence investors in Bangladesh. Sultana and Pardhasaradhi (2012) conducted a survey on factors influencing Indian equity investors’ decision making and behaviour to the 1500 individual equity investors. According to the factor analysis, information related to the firm image of the company also influencing Indian individual equity investors’ decision making and behaviour. Merikas et al. (2011) reported the factors influencing Greek investor behaviour on the Athens Stock Exchange. The result proved that firstly, economic criteria together with the other diverse variables influence the stock purchase decisions. Expected corporate earnings, the condition of financial statements, or firm status in the industry are the most important variables. Secondly, other than variables above, more than half of the respondents consider no other factor important indicating that investors truly employ diverse decision criteria when choosing stocks.

Accounting Information

In the Rwanda Stock Exchange (RSE), Barayandema and Ndizeye (2018) found that from the economic perspective, expected corporate earnings and ownership structure are the most influential factors for the active investors who are operating in RSE. Babanic (2018) surveyed the impact of a financial section of income statement referring to the accounting condition of the company to the investment decision-making process of investors and managers. He found that the effect significantly influences and ensures the profit of the company.

Nouri, Motamedi and Soltani (2017) found that financial factors, such as stock price and profitability of the company influence shareholders’ decision to buy and sell stocks in the Tehran Stock Exchange. In addition, Suryani (2016) stated that if investors possess a fundamental knowledge of financial information, they would form the intentions and confidence to invest. The information also works as an indication for investors to make any changes in their investment decisions. Accounting information provided by a company also slightly influenced the share price of a company, and directly, investors also investigate the share price for their investment decision making.

Jagongo and Mutswenje (2014) examined the factors that influence individual investors’ decision making at the Nairobi Stock Exchange (NSE). They found that accounting information is one of the key factors influencing investors’ decision. Obamuyi (2013) conducted a study to investigate the factors influencing investment decisions of investors in the Nigerian capital market proved that social economic factors, such as past performance of the company’s stock, expected stock split or capital increases or bonus, dividend policy, expected corporate earnings and get-rich-quick were found to be significant among investors.

According to Sultana and Pardhasaradhi (2012), the most factors influencing Indian individual equity investors’ decision making and behaviour is the accounting information of the
company, which is 42%. They conducted a study on the factors influencing Indian individual equity investors’ decision making and behaviour. Factors under accounting information, namely dividends paid, expected dividends, the condition of the financial statement, expected corporate earnings, affordable share price, past performance of the firm’s stock and stock marketability have high factor loadings.

**Personal Financial Needs**

A study analysed by Barayandema and Ndizeye (2018) proved that there were two factors that are truly influential to the investment decisions in the Rwanda Stock Exchange. One of the factors is a psychological factor, whose items are irrational thinking, desire to get rich quickly, and cognitive biases. The mean value for the second item is 4.27 which are quite high in comparison to the other items and factors.

Nair and Ladha (2018) examined the influence of investor characteristics (values and beliefs) on investors’ non-economic investment goals by Indian investors. They concluded that religiosity and beliefs are the main determinants of Indian investors’ pursuit of non-economic investment goal. Ahmad (2017) and Bashir et al. (2013) on the other hand, examined the factors that influence individual investors’ behaviour in the Pakistani financial markets. The studies found that personal financial needs are among the factors which influence the behaviour of Pakistani investors.

From a study by Janor et al. (2016), the salient points that emerged during their research are personal financial needs, composed of invest for the investment diversification, high accessibility to borrowing and loan, risk acceptance with the minimal risk and loss, and maximization of returns. Bashir et al. (2013) conducted a study to identify the factors that influence Pakistan’s individual investor behaviour. The variables are a firm image, neutral information, accounting information, personal financial needs and advocate recommendations. From the results of the calculated mean, it is shown that all the variables are affecting the decision-making behaviour of the investor.

Sultana and Pardhasaradhi (2012) studied the factors influencing Indian individual equity investors’ decision making and behaviour. In order to gather the data, the questionnaires were sent to 1500 equity investors. According to the analysis, personal and financial needs are the second highest factors influencing the decision making and behaviour of Indian individual equity investors.

**Advocate Recommendations**

A study conducted by Lieber and Skimmyhorn (2018) proved that peer recommendations give an impact to financial decision making. This is mainly because individuals are generally lacking in experience and the cost of decision making can be very high. Katariya and Joshi (2017) found that Indian investors take into consideration the recommendations made by brokerage houses, individual stockbrokers, family members and co-workers in their investment decision making.

Farj, Jais and Md. Isa (2016) found that Libyan investors depend mainly on the pieces of advice obtained from brokers to take their decisions before looking at corporate annual
reports. In a study by Jaiyeoba and Haron (2016) found that many of the interviewees relied so much on their findings from fundamental analysis, rather than relying solely on third parties’ recommendations. In a study to examine the effect of financial literacy and investment decisions in Malaysia and United Kingdom conducted by Janor et al. (2016) it was revealed that there is an emergence of additional factors, which are professional service, and advisor (advice or recommendation from the broker, family members, friends or stockholder).

Ponnamperuma (2013) argued that factors influencing investor behaviour in the Colombo Stock Exchange are a recommendation from the family, company’s image and consultation. Ng and Wu (2010) had conducted a study in the investment decision making made by individual investors from Mainland China, which is their culture and social structure are totally different from Western countries. From their study, it showed that China’s individual investments are primarily influenced by social interactions and word-of-mouth behaviour. However, the influencing by word-of-mouth behaviour from the peers that maintain their brokerage account at the same branch.

According to the study by Das (2012), many of the small investors in Assam consider 38 factors before making investment decisions. However, the top five highly influence their investment decisions are financial statements, referral, public information, and profitability variables. A study conducted by Bennet et al. (2011) shows there were four factors with the lowest influence on the stock selection decisions by retail investors, which are a recommendation by analysts, broker and research report, recommended by friends, family and peer, geographical location of the company and social responsibility.

Corporate Social Responsibility

In a recent study by Miralles-Quiros et al. (2018), they concluded that environmental performance is positively and significantly valued by the investors, scoring at 95% confidence level. It is important for the companies to implement CSR policies because it can lead to a stronger sustainable performance, which is important to the Brazilian investors. Timbate and Park (2018) however uncovered a different result in their study. They found that even though a company which has better CSR practices tends to have better financial reporting quality; shareholders did not evaluate those practices as a value-relevant activity conducted by the company.

Besides that, Lee, Kim and Kwoon (2017) found that foreign investors’ investment in Korea was driven by the CSR disclosure made by the companies. Gennari and Salvioni (2017) stated that the assertion of CSR is important to the long-term value creation, not only for the companies but also to the investors. It is due to the risk minimization for the business and investment among investors. In Taiwan, Lee (2016) studied the impact of CSR on Taiwanese investors. He found that CSR disclosure made by the company can enhance investment efficiency because it can reduce agency problems and information asymmetry. Based on a study by Villiers and Staden (2010), in comparing of shareholders’ requirements for corporate environmental disclosure between Australia, UK and US, it proved that more than 50% respondents of each country demand environmental information disclosure as part of their investment decision making in a company. It is due to financial decision making, responsibility to environmental issues and concern about climate change.
A study conducted by Saleh et al. (2010) found that “Corporate social responsibility disclosure and its relation on institutional ownership” proved that all the dimensions under corporate social responsibility, which are employee relation, product, community involvement and environment, are significantly correlated with the institutional ownership. However, there is a positive significant relationship between employee relation and product to the investors, while the remaining dimensions are a negative relationship. Many prior studies (Dhaliwal, et al., 2011; Fiori, et al., 2009; Frankel & Lee, 1999; Ioannou & Serafeim, 2011) have analysed the relationship between share return and CSR activities by the companies to ensure that they can attract more investors while at the same time can reduce the cost of equity capital. The different variables such as investment decision making, accounting information, personal financial needs, images of company and CSR are being reviewed thoroughly in the literature. The effect of these variables is empirically tested on the individual shareholders which is discussed in methodology.

Methodology

This section highlights the research method that has been applied. This study adopted an exploratory approach using descriptive survey design to investigate the factors of investment that affected individual shareholders’ investment decision making in the Malaysian Public Listed Companies (PLCs). This study managed to collect a sample of 680 individual shareholders as representation from a group of individual shareholders’ trading shares in the Malaysian PLCs. The respondents are limited to the individual shareholders that made an investment in the three main sectors in Malaysia, which are trading services sector, industrial product sector and consumer product sector, in the Klang Valley area. The information about the company intends to organize the AGM was gathered from the Bursa Malaysia website. During the AGM, the individual shareholders were randomly selected to fill up the questionnaires.

The questionnaires were divided into three sections, which are (i) demographic information (ii) investment decision making and (iii) factors of investment. Using a 5-point Likert scale, the respondents were asked to evaluate the importance of each question on factors and investment decision-making section. There were five choices against each of the question ranging in varying degrees from 1 to 5, where 5 represents strongly agree to 1 representing strongly disagree. The survey instruments were adopted by the previous researchers, namely Sultana and Pardhasaradhi (2012), Obamuyi (2013), Nagy and Obenberg (1994), Gnani (2012), Akhter and Ahmad (2013) and Shafi (2014).

This study employs a 5-point Likert scale. Respondents were required to respond to indicate a degree of agreement or disagreement with each of the series of statements about the stimulus objects. Each number represents an agreement, which is 1- strongly disagree, 2- disagree, 3- neutral, 4- agree and 5– strongly agree. Also, the demographics were measured on a nominal scale. The instrument was administered in English and Malay. The data was analysed using SPSS Version 22, focusing on descriptive and regression analysis. The next section will accentuate on the discussion of the result.
Result And Discussion

The respondents were asked about their background information, such as age, gender, race, years of investment experience, either size of the company influence investment or not, the size of the company and sector of the company. Table 1 shows that out of 680 respondents, many of them were age from 46-55 of years (31.8%). Only 35 respondents were between the age of 18 and 25 years’ old. The old-age investors are believed to have the strong financial support that can be deviated to the investment. For the young age, generally fresh-graduated individual, they might have to commit to the educational loans. Results showed that most individual shareholders were male which was 56.0%. The huge gender-differences in the investment is supported by many previous studies like Farj, Jais and Md. Isa (2016), Obaidat (2016) and Pandey, Chaubey and Tripathi (2016). Most of the individual shareholders that were attending the AGM’s were namely Chinese (325), followed by Malay (197) and Indian (158).

Results showed that more than 50% of individual shareholders agreed that the size of the company (total assets) influence their investment decision making in the invested companies. The individual shareholders will investigate the size of the company that is aligned with their objectives in the investment. The trading in a small and large size of the company was shared a same number of respondents (340). From the demographic analysis, out of 680 respondents, individual shareholders that have 3 to 11 years of investment experience have more than 100 number of respondents. They are actively engaging with the company’s activities in order to monitor the management of the company. Lastly, there were 285 of the respondents representing the trading services sector, followed by consumer product sector (260) and industrial product sector (135). Subsequently, this study reports the regression analysis output to test the relationship between factors of investment and individual shareholders’ investment decision making in the Malaysian PLCs. Table 1 depicts the demographic profile of the sample:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondent Profile</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-25 years</td>
<td>35</td>
<td>5.1</td>
<td></td>
</tr>
<tr>
<td>26-35 years</td>
<td>70</td>
<td>10.3</td>
<td></td>
</tr>
<tr>
<td>36-45 years</td>
<td>185</td>
<td>27.2</td>
<td></td>
</tr>
<tr>
<td>46-55 years</td>
<td>216</td>
<td>31.8</td>
<td></td>
</tr>
<tr>
<td>56-65 years</td>
<td>121</td>
<td>17.8</td>
<td></td>
</tr>
<tr>
<td>Above 65 years</td>
<td>53</td>
<td>7.8</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>381</td>
<td>56.0</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>299</td>
<td>44.0</td>
<td></td>
</tr>
<tr>
<td>Race</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malay</td>
<td>197</td>
<td>29.0</td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td>325</td>
<td>47.8</td>
<td></td>
</tr>
<tr>
<td>Indian</td>
<td>158</td>
<td>23.2</td>
<td></td>
</tr>
<tr>
<td>Year of experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 1 year</td>
<td>38</td>
<td>5.6</td>
<td></td>
</tr>
<tr>
<td>1-2 years</td>
<td>98</td>
<td>14.4</td>
<td></td>
</tr>
<tr>
<td>3-5 years</td>
<td>155</td>
<td>22.8</td>
<td></td>
</tr>
<tr>
<td>6-8 years</td>
<td>173</td>
<td>25.4</td>
<td></td>
</tr>
<tr>
<td>9-11 years</td>
<td>137</td>
<td>20.1</td>
<td></td>
</tr>
<tr>
<td>12-15 years</td>
<td>54</td>
<td>7.9</td>
<td></td>
</tr>
<tr>
<td>More than 15 years</td>
<td></td>
<td>25</td>
<td>3.7</td>
</tr>
</tbody>
</table>
Table 2 depicts the results of the regression analysis for the individual shareholders’ investment decision making. The results demonstrate that a model is significant (p<0.05) showing a significant relationship between investment decision making and various independent factors (R\(^2\) = 0.217 and F-value = 25.6) in which R\(^2\) shows the fitness of the model as independent variable account for 21.7% variation independent variable. It means that independent variables contribute 21.7% in investment decision and remaining are the other factors. Then, the variables were analysed individually, began with the factor of accounting information and investment decision making.

The result showed that there is a significant positive relationship between accounting information and investment decision making (B=0.247; p<0.05). Other than that, there is also a significant positive relationship between personal financial needs and investment decision making significant at 0.000 value and Beta value of 0.335. Factors of investment in advocate recommendations have a significant negative relationship to the investment decision making (B= -0.076; p<0.05). In addition, the result showed that there is a significant positive relationship between images of company and investment decision making (B= -0.074; p<0.05). Meanwhile, the remaining factor, which is CSR, is having no relationship on investment decision making with a value of B= 0.012; p>0.05.

When each of the variables was investigated, a significant relationship is found between all the variables associated with the investment decision making, unless the factor of corporate social responsibility. Plus, the factors of accounting information and personal financial needs have a positive and significant impact on investment decision making. In contrast, advocate recommendations and images of the company showed an indirect path on investment decision making. Therefore, the Beta value indicated that personal financial needs are the most preferential variable for the investment decision making, though, followed by the factor of accounting information, advocate recommendations and images of the company.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>2.365</td>
<td>0.269</td>
<td>8.789</td>
<td>0.000</td>
</tr>
<tr>
<td>Accounting Information</td>
<td>0.289</td>
<td>0.042</td>
<td>6.942</td>
<td>0.000</td>
</tr>
<tr>
<td>Personal Financial Needs</td>
<td>0.284</td>
<td>0.029</td>
<td>9.678</td>
<td>0.000</td>
</tr>
<tr>
<td>Advocate Recommendations</td>
<td>-0.086</td>
<td>0.039</td>
<td>-2.204</td>
<td>0.028</td>
</tr>
<tr>
<td>Images of Company</td>
<td>-0.079</td>
<td>0.037</td>
<td>-2.150</td>
<td>0.032</td>
</tr>
<tr>
<td>CSR</td>
<td>0.010</td>
<td>0.027</td>
<td>0.353</td>
<td>0.725</td>
</tr>
</tbody>
</table>

Notes: Dependent variable: Investment Decision Making; R\(^2\)=0.217; F-value: 25.6<0.01
The study also reveals that among all the factors of investment decision making, the ones that have the influential impact on the individual shareholder’s investment decision making in the Malaysian PLCs are accounting information, personal financial needs, advocate recommendations and images of the company. This result is supported by Suryani (2016), who explained that individual shareholders prefer to invest in a company that has a healthy financial condition conducted by the management and give an affordable return to their shareholders. In line with the better accounting information provided by the company, it indirectly secures the individual investors for their personal financial needs for the future. Normally, the individual shareholder analyses the accounting information of the company through the annual report provided by the company.

Findings from the analysis within this study found that Malaysian individual shareholders placed their personal financial needs in making an investment decision. This finding is consistent with Sultana and Pardhasaradhi (2012) who found that investors’ personal financial needs influence their decision in investment. Generally known, the main investment objective is to gain a high return. As part of that, an individual shareholder will choose the company for the investment that is able to provide a good return with better management.

With respect to the Malaysian stock market, individual shareholders have been proven to have a lack of investment skills; they are incapable of making investment decisions personally. The findings proved that an individual shareholder seeks investment advice from brokerage, family, friends, and their co-workers, which is consistent with the result from Islamoglu et al. (2015). The information and advice from others might be helpful in making a wise investment decision making and reduce loss, especially among the individual shareholders.

Other than that, Malaysian individual shareholders also invest in a company that has a better image in term of business performance, stock performance and qualified management which was also proven by Hayat and Shanza (2012). The better images of the company reflect the growth of the company. Surely, the individual shareholders will be appointed credibility, accountability and capable management in assessing the company’s business operations.

This study showed that individual shareholders do not really take into consideration any CSR activities conducted by the company. Results in this study are consistent with Timbate and Park (2018). It might be due to the least investment impact from the information about a company and the social activities of a company towards the individual shareholder's investment decision making. There is a conflict arises when the profit attributed by the company transmits to the other than owners. This study draws conclusions on the research objectives and were presented in the next section.

Conclusion

This study aimed to check the influence of five different independent variables used in the study, namely accounting information, personal financial needs, advocate recommendations, images of company and CSR which might affect the investment decision of any individual. The result shows that accounting information, personal financial needs, advocate recommendations and images of the company are the influential factors on the individual investment behaviour of an individual whereas they are less influenced by CSR. The
individual shareholders in Malaysia were much more weight on their financial support. This is the main reason for their participation in investment trading.

Further, other than internal factors, the result also discovered that the individual shareholders were considering the characteristic of the company, which are accounting information and images of the company. It is easy to gain the company’s information as it is compulsory especially for the PLCs to disclose all the material information to the public through the Bursa Malaysia, Securities Commission of Malaysia or mass media. Plus, the individual shareholders also seek investment advice from the others in helping them to make a wise investment decision and occupied a full knowledge about the investment. It is hoped that this will provide insights into potential shareholders to not only take financial factors into consideration but also non-financial factors that have proven to be an important element in their investment decision making.

The considering implications are implemented to the existing and potential investors in Malaysia and possibly in other countries. This research found that personal financial needs are an important part of building an investment decision making process. As generally known, the main objectives in investment participation is to generate more income than savings. The investors will not secure a high dividend if they made a wrong process. It is very impossible for the investors in aiming the high dividends without the environmental analysis and advice from the experts. Those wishing to have great money should accumulate the investment knowledge and information of making investment decisions. In practice, the regulatory authority will drive the investment knowledge to the investors and public through the educational empowerment, so that, they be able to manage the financial needs effectively. As the vital aspects are on the financial information, the implications to the Government is to formulate strategies to control and monitor the financial condition of the country.

The findings in this paper would help stock market regulators and policymakers in assisting them to understand the role of both financial and non-financial factors on individual shareholders’ decision making. The Malaysian PLCs can also look at the influential factors and focus more on these factors to attract the investors to invest in them. For the brokerage houses, they should equip themselves with the full knowledge about investment and advice investors on asset allocation in ensuring risk reduction with high return. This study will enrich the information about investment decision making among individual shareholders in the research field, by highlighting socially responsible companies towards individual shareholder's investment decision making.

This study reveals that there are only five factors examining the individual shareholder's investment decision making in the Malaysian PLCs. The companies for the PLCs were in the Klang Valley area that consisted of trading services sector, consumer product sector and industrial product sector only, and the approaches in getting the individual shareholders were only during the company’s AGM.

For future research, it is recommended to examine how factors of investment decision influence the institutional investors in their investment decision making. There is a dire need to undertake similar studies with the different respondents and examine other factors that might have an impact. Other companies that have conducted their company’s AGM other than Klang
Valley area can be considered for future research. It is also should be interviewing the respondents in getting a wide perspective on the investment scenario in Malaysia.

Acknowledgements

This work was supported in part by grants from the 600-IRMI 5/3/GIP (042/2018) of Universiti Teknologi MARA, Shah Alam, Selangor.

References


THE MODERATION VISITING AND DISTANT RESIDENCE OF LOCAL COMMUNITY ON THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND GREEN MARKETING IN BIOMASS POWER PLANT, NORTH OF THAILAND

Nititorn Wongchastha¹, Mahadzirah Mohamad², Monchanok Upata³, Phatnista Naranon⁴

¹Faculty of Economic and Management Science, Universiti Sultan Zainal Abidin, Malaysia
²Faculty of Economic and Management Science, Universiti Sultan Zainal Abidin, Malaysia
³Faculty of Business Administration, North ChiangMai University, Thailand
⁴Faculty of Economic and Management Science, University Sultan Zainal Abidin, Malaysia
(E-mail: businessthailand@gmail.com)

Abstract:
For many decade, Thailand’s energy has become a business-driven key element in producing the goods and services. The beginning of global warming directly affects mankind. The effects of global climate change are pointing to the energy industry. The final energy demand is expected to grow under business-as-usual (BAU) assumptions at an average annual rate of 26% over the outlook period (a 92% growth in total). In 2035, industry and non-energy use together will account for 48% of the total final energy demand. According to Thai Government policy under National Energy Power Committee (NEPC) in order to meet the tremendous demand for demand expected in. Thereby, Modern business needs to realize the importance of renewable energy as an alternative energy because it not only saves the cost of production but also does not harm the natural environment and local community. Biomass is one of all raw materials which earning residual from farm in post-harvest in order to generate electricity. In the study, choose SAHACOGEN Green Lamphun Company which largest one as a biomass energy power plant site upper north of Thailand since 2011. Nowadays, the company confronts green marketing unfavorable among local community as biomass power plant is a cause of pollution in WiengYong and Pasak district within 144 square kilometers, cover 8,724 households in 26 villages (National Statistic Office of Thailand, 2015) For sample size, the calculate formula of Taro Yamane is 383 sample size. This study selected the systematic sampling as a versatile form of probability. It is simple and flexible, and easier to choose the dwelling unit listed on every kth line of a listing household in each village. The sample will be selected every 22th for that respondent on the list. In this study purpose examine the moderation “local people who used to visiting in the company” and “the distant of residence” on the relationship between CSR and green marketing. The result show that visiting of local lead to green marketing perception and also distant of residence influence on the relation between CSR and green marketing.

Keywords: Corporate Social Responsibility, Green Marketing, Biomass Energy Power.
Introduction

For a many century, the beginning of global warming directly affects mankind. The effects of global climate change are pointing to the energy industry. Modern business needs to realize the importance of renewable energy as an alternative energy because it not only saves the cost of production but also does not harm the natural environment and local community. Renewable energy is any energy resource that is naturally regenerated over a short time scale such as thermal, photochemical, photoelectric, wind, hydropower, geothermal and biomass (Radim, Dusan, and Martin, 2015). For decades, renewable energy has become a substitute product and can reduce energy demand for non-renewable energy many types of raw material such a biomass is a kind of renewable energy which was biological materials derived from living things, including living organisms from farming, land management and forestry sectors to support renewable energy generation.

Alternative energies are derived from five distinct energy sources and are specified as follows; (1) virgin wood such as logs, chips or pellets from forestry and arboricultural activities or co-product from wood processing; (2) clean non-virgin wood referred to any timber or timer product that has not been treated; (3) energy crop and short rotation forestry as fast growing tree species are harvested on a regular cycle; (4) dry agricultural residues; parts of arable crops such as straw, maize, stover, husks, kernels, and (5) industrial waste and co-products; discarded material from manufacturing and industrial processes including woody wastes and residues (SAHACOGEN, 2015). Nowadays, Thailand has approximately 309 stations of biomass energy power plants, but only 93 have license approval. SAHACOGEN green Lamphun Company is the first company and only one station in the upper north of Thailand which was granted approval by the department of alternative energy development and efficiency, Ministry of Energy of Thailand. It produces electricity generating a capacity of 9.0 Megawatts and 25 tons of steam per hour, located in the area of SAHA Group Industrial Park, Lamphun province in the north of Thailand. The company began to operate the commercial electricity generator in March 2011 (Renewable energy annual report, 2015). That is show in Figure1.1.

![Figure1.1 Biomass Energy Power Plants in the Upper North of Thailand 2019](image-url)
A cause of problem that green marketing is not favorite among local community, is “Information barriers” refer to insufficient biomass technology information and interpretation which is essential to build the confidence of local community. The success of green marketing was quite limited because the information was not precise enough to gain the local people’s confidence. Public support barrier refers to a lack of awareness of green technologies for biomass energy and doubts about the image of electricity power plants as a cause of pollution impacting the local community and their lifestyle. These lead to opposition from the local communities towards SAHACOGEN Green Lamphun Company (Sorayuth, 2015). Somehow, Diana et al. (2012) suggested that the problem faced by SAHACOGEN Green Lampuhun Company can be solved by improving of green marketing image of the company by enhancing Corporate Social Responsibility (CSR).

CSR is a framework for formulating and implementing the expanded roles and responsibilities of the corporate sector to include incorporation of the expectations and needs of the wider community in the business model (UNECA, 2010). CSR creates sustainable relationship among local community and the private sector based on social cooperation, environment protection, and energy conservation (Prasertsang 2010). CSR has become the key factor for the biomass energy power producer, such as SAHACOGEN Green Lampuhun company, to enhance the efficiency of green marketing which could be resolve the conflict with the local community (Hamann, R., & Kapelus, 2004). CSR is not only a strategic management which is vital to the company in response to the changes in the business environment in the long-term period, but it is also a wizard tool for the corporation in demonstration with stakeholder’s perception of biomass energy technology.

**Literature Review**

**Corporate Social Responsibility (CSR)**

In the beginning, Carroll (1999) defined CSR as “the obligations of businessmen to pursue those policies, to make those decisions or to follow those directions which are agreed in terms of values and objectives by our society” when many people believed that actions of a corporation were closely related to society and the public and should conform to the society and satisfy social values and expectations (Bowen, 1953). Traditional perspectives believe that when a corporation provides cheap services and maximizes profits, it is to meet their social responsibility. Besides, Khoury (cited in Alexander, 2008) defined CSR as “the overall relationship of the corporation with all of its stakeholders concerned; customers, employees, communities, owners, investors, government, suppliers and competitors”.

Lynes and Andrachuk, (2008) defined CSR as “where the business sector plays a deeper role in society than only producing well and making profits, including society and environmentally driven actions, referring that the business sector goes beyond its profit-oriented commercial activities and increases the well-being of the community.” These comply with Dalia and Rusian (2009) who identified the CSR concept as including the triple bottom line, social, environment, and economic. Hopkins (2004) defined CSR as treating the stakeholders of the firm ethically or in a responsible manner. Bowen (1953) identified as the pioneer in providing the modern literature on CSR, offered one of the earliest definitions seeing CSR as the
“obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society”.

Mahlouji and Anaraki (2009) referred to a definition by David Waldman et al. (2008) who defined CSR as actions on the part of the firm that appear to advance, or acquiesce in the promotion of some social good, beyond the immediate interests of the firm and its shareholders, which is required by law. Such actions may result in a company embodying socially responsible attributes in their products. CSR could bring a sustainable relationship between the company and community concerned with eco-friendliness and demands of consumption beyond customer citizenship, public relationship, and investors in the context of globalization and the large-scale industrial sector (Asad and Patricia, 2011). Additionally, Kusum, Scot, Jackie, and Gail (2014) represented that CSR not only initiates relationships among customers, investors, and the broader community, but also competes for natural resources as an alternative to be channeled to other areas such as transportation or service improvement.

CSR is an organizational strategy that benefits from solving the current situation of controversy in renewable energy issues (Robinson, 2005). Generally, CSR supports corporate oriented-profit and increases the well-being of the community for green marketing. CSR contributes to the results of a company’s improvement beyond providing revenues, employment, and maximized profit, further increasing shareholder’s values to empower the company. CSR has become a major key player for effective communication with customers and stakeholders as a vital instrument related to corporate image for stakeholder acceptance (Castka, 2009).

CSR could bring a sustainable relationship between the company and community concerned with eco-friendliness and demands of consumption beyond customer citizenship, public relationship, and investors in the context of globalization and the large-scale industrial sector (Asad and Patricia, 2011). Additionally, Kusum, Scot, Jackie, and Gail (2014) represented that CSR not only initiates relationships among customers, investors, and the broader community, but also competes for natural resources as an alternative to be channeled to other areas, such as transportation or service improvement. The company should not invest in CSR for making profits in the short-term period but rather to have good relations with the local community and support a clean environment and society. In the renewable energy context, CSR positively creates customer’s attitudes and evaluations that have an impact towards the corporate understanding and engage general customer-specific knowledge of modern technology (Jayachandran, Satish, Sharma, Peter, and Pushkal, 2005).

By literature review, CSR consists of three dimensions, that is, community development, environmental consideration, and product innovation (Pasertsang, 2010). These are explained in more detail as follows: Firstly, Community development is defined as the corporate commitment under stakeholder engagement, corporate transparency and avoiding unethical behavior referring to philanthropic activities; for example, providing scholarships and volunteerism (Ibrahim, Howard, and Angelidis, 2007).

Secondly, environmental consideration is defined as a concern about environmental management, and resource conservation such as green products (Lopez-Gamero, Molina-Azorin, and Claver-Corters, 2009). Environmental consideration involves the effective
protection of the environment, maintaining natural resources and reduced consumption (Jenkins and Yakovleva, 2002). The environment is based on the guidance standard of the organization (Castka and Balzaravo, 2008). Furthermore, environmental consideration is concerned with recycling resources and reducing demands for remanufacturing products (Pasertsang, 2010).

And thirdly, product innovation is a strategy of organization to the community with stakeholders. Corporate Social Responsibility (CSR) starts with a fair process of producing quality such as expanding marketing research to enhance product quality leading to acceptability and profits among stakeholders (Chahal and Sharman, 2006). In addition, the research develops high quality by reducing waste, energy consumption, and carbon emissions (Monika, 2014) that might result from the production processes (Prasertsang, 2010). There are show in Table 1.1.

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community development</td>
<td>Education Supporting</td>
</tr>
<tr>
<td>(Monika et al, 2014)</td>
<td>• Scholarship</td>
</tr>
<tr>
<td></td>
<td>• Free meals</td>
</tr>
<tr>
<td></td>
<td>• Education institution</td>
</tr>
<tr>
<td></td>
<td>Social welfare</td>
</tr>
<tr>
<td></td>
<td>• Adopting old age homes</td>
</tr>
<tr>
<td></td>
<td>• Public health</td>
</tr>
<tr>
<td></td>
<td>• Local industry</td>
</tr>
<tr>
<td>Agriculture support</td>
<td>• Livestock wasteland</td>
</tr>
<tr>
<td></td>
<td>• Rainwater and harvesting</td>
</tr>
<tr>
<td>Environmental consideration</td>
<td>Pollution</td>
</tr>
<tr>
<td>(Monika et al, 2014)</td>
<td>• Air pollution</td>
</tr>
<tr>
<td></td>
<td>• Noise pollution</td>
</tr>
<tr>
<td></td>
<td>• Biodiversity</td>
</tr>
<tr>
<td></td>
<td>• Water pollution</td>
</tr>
<tr>
<td>Product innovation</td>
<td>Carbon Emission</td>
</tr>
<tr>
<td>(Monika et al, 2014)</td>
<td>• Reduction carbon</td>
</tr>
<tr>
<td></td>
<td>• Carbon emission management</td>
</tr>
<tr>
<td></td>
<td>• Emission disclosing to public</td>
</tr>
</tbody>
</table>

Green Marketing

Green marketing is the process of planning, pricing, promotion and distributing products in a way that could fulfill requirements outlined such as customer satisfaction, achieving organizational goals and process compatibility with ecosystems (Fuller, 1999). The conception of green marketing has evolved over time, being outlined into three phases: ecological, environmental and sustainable, which appeared in 1990s, and revealed attributes regarding the development of sustainable business (Peattie, 2001).
In terms of product development, green marketing is “a tool for green product promotion purposes to respond to customer’s needs, and is basically comprised of product modification, changes to the production method and processes, packaging, and modification of advertising.” (Polonsky; cited in Polonsky, 2011). In addition, green marketing or environmental marketing encompass all activities related to product modification, production processes and packaging changes, as well as exchanges that intend to satisfy the needs or wants of customers and society, and also simultaneously pave way for organizational growth in a profitable manner with minimal negative impact on the natural environment (Welling and Chavan, 2010; Peattie, 2001).

Furthermore Punitha (2013) extended green marketing in terms of relationship and social interaction as “the way to conceive the exchange of relationship that goes beyond the current needs of the consumers, considering at the same time the social interest in protecting nature.” Likewise, Peattie (1995) and Welford (2000) described green marketing as “being the management process that identifies, anticipates and satisfies the needs and wants of customers and society in a profitable and sustainable way”. According to Sootnthonsmai (2007) discussed green marketing as “action carried out by organizations that are apprehensive about the ecology or green problems by providing the environmentally friendly goods or services to bring satisfaction among stakeholders and community.”

Hussain (2000) state “basically of green marketing is to affect tastes and perception”, personal individuals for character of environment friendliness is tendentious signal of the preference by selecting the green alternative. By the literature review, many scholars discussed about green marketing concept. In term of green marketing and environment aspect; Fisk (1998) identified “areas that must be examined for their effect in the marketing, environment relationship, namely economic, political and technological dimensions of the cultural frame of reference”. Grove (1996) attempted to bring attention to the general and pervasive exclusion of green industries from discussions of green marketing practices.

Manrai (1997) described green marketing that “emphasizes the environmental friendliness of the product, attributes such as degradability, recyclability, lower pollutions are considered to be environmentally friendly”. The principle states how the strength of a green claim. For example, renewable energy the extent of pollution reduction claimed in an advertisement for a new automobile and the consumer's disposition. Green marketing has influence on product evaluation and corporate image were more favorable for customer with highly positive customer's disposition than for customer with less positive customer’s disposition when the green claim was moderate in strength. However, when the green claim was extremely low or extremely high in strength, the reverse was true. Theoretical rationale for these approaches draws upon several areas of green advertising either latitude of acceptant assimilation or rejection contrast.

Green marketing has become a significant approach for the firms to survive in the market and sustain their marketing competitive advantage. Mu et al. (2009) remarked that the company while adopting the phenomena of green marketing can improve their market position and enhance their image and organizational performance. Hansen (2005) state “green marketing supports environmental performance in terms of reducing emissions from production which can have a positive influence on their economic performance”. Menguc and Ozanne (2005)
recommended that “organizations that engage in green practices may be able to benefit the business in multiple ways”.

Green marketing plays an important role in promoting the idea of environmental protection and sustainable development (Ottman, 201; Crane, 2005), from both perspectives of customer and corporate. The green marketing is viewed as ways to achieve company goals (Keller, 1987), to ensure social responsibility (Davis, 1992), to meet customer expectations (Delmas and Toffel, 2004; Hoffman, 2001) to change the overall culture of business, (Carter and Jennings, 2002), in a profitable and sustainable manner (Peattie and Crane, 2005). Green marketing proposes the development of a multi-dimensional measure of value, such as the triple bottom line that includes social and environment values in addition to economics (Robins, 2006).

Furthermore, the importance of green marketing is to generate and to facilitate any exchange intended to satisfy customers’ environmental needs or wants (Polonsky, 1999). Singh and Pandey (2012) argued that companies have adopted green marketing activities under the pressure of legislative measures, but they further added that today’s customer is more informed and aware regarding the green marketing initiatives. Therefore, companies are shifting their perception about green marketing from a legislative paradigm to a customer satisfaction paradigm.

By literature review green Marketing consist of three dimensions; firstly, complaint handling dimension is “an expression of dissatisfaction made to about an organization, related to its products, services, staff or handling of a complaint, where a response or resolution is explicitly or implicitly expected or legally required” (Thorsten, Isabelle, and Roediger, 2009); Secondly, ethical behavior is “a behavior that considered right or wrong and direction what people should do and should not do” (Beauchamp and Bowie, 2000). Ethical behavior referred to individual and organization as contingency and argued that ethical dilemma emerges from the social economic (Fue-Zeng et al, 2013); and thirdly, resource commitment is discussed as how valuable resource are allocated or target to do the most good in which a firm dedicates its resources is critical, especially with regard to performance-enhancing environment initiatives. The attribute of these dimension is illustrated in Table 1.2

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complaint handling</td>
<td>Personal</td>
</tr>
<tr>
<td>(Thorsten, Isabelle, Roediger, 2009)</td>
<td>• Complaints quickly</td>
</tr>
<tr>
<td></td>
<td>• Timing in handling complaint</td>
</tr>
<tr>
<td></td>
<td>• Impression of taking complaint</td>
</tr>
<tr>
<td>Active listening</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Employee’s listening</td>
</tr>
<tr>
<td></td>
<td>• Hearing complaint</td>
</tr>
<tr>
<td>Competence</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Complaint management</td>
</tr>
<tr>
<td></td>
<td>• Sufficient service complaint</td>
</tr>
<tr>
<td>Ethical behaviour</td>
<td>Honesty</td>
</tr>
<tr>
<td>(Chan, 2008)</td>
<td>• Quality of green raw material</td>
</tr>
<tr>
<td></td>
<td>Fairness</td>
</tr>
</tbody>
</table>
Visiting

Visiting company referred to people who used to visit into SAHACOGEN Green Lamphun Company included internal and external factory. Kristen (2010) studied “conversion of local winery awareness: an exploratory study in visitor and non-visitor attitude and perception” which complied with this study. The necessary, visiting company is in a position to openly offer advice without contrast of knowledge and perceived limitation of the company. Visiting company is important for this study as recommend either positive word-of-month or negative word-of-month communication among local community controversy, are used most as indicators of local people’s perception.

Distance

Distance of residence is a factor in terms of geographic distance which is the physical separation between one location, and another typically concerned with space between residents and the company’s location of perceived products and services. The measurement of the space between the company and residents in kilometers added time, costs to commercial transaction information and communication to customer within a local size in terms of effort to increase communication efficiency (Dunning, 2001).

Research Methods

Population and Sample Size Determination

Population is defined as the group of people, events, or things of interest that a researcher wishes to investigate (Sekaran, Cavana, and Delahaye, 2001). The population in this study was members of each household above twenty years in age living in Wieng-Yong and Pasak districts located in the SAHACOGEN green Lamphun company site. The sample size of this study is calculated by using Taro Yamane (Yamane, 1973) formula the following:
\[ n = \frac{N}{1 + Ne^2} \]

\( n \) = sample size required
\( N \) = number of people in the population
\( e \) = allowable error (%)

Therefore, this study has an area contains approximately 8,724 households in 26 villages (National Statistic Office of Thailand, 2015) with 95% confident level. The calculate formula of Taro Yamane is represented as follows.

\[ n = \frac{8,724}{1 + (8,724)(.05)^2} \]

\[ n = \frac{8,724}{1 + 21.81} \]

\[ n = \frac{8,724}{22.81} \]

\[ n = 382.46 \]

**Sampling Random Method**

This study selected the systematic sampling as a versatile form of probability. It is simple and flexible, and easier to choose the dwelling unit listed on every \( k \)th line of a listing household in each village. In this approach, every \( k \)th element in the population is sampled beginning with a random start of an element in the range of 1 to \( k \). The \( k \)th element or skip interval is determinate by dividing the sample size into the population size to obtain the skip pattern applied to the sampling frame.

As the population of this study is eight-thousand seven hundred and twenty-four households, the target sample size mentioned by Yamana (1973), it would be four-hundred as mentioned in Table 3.1. Therefore, population starting with the randomly chosen element between 1 till the end of household in each village, the sample will be selected every 22\( ^{th} \) for that respondent on the list.

\[ \text{Skip Interval} = \frac{\text{Defined target population list size}}{\text{Desired sample size}} \]

\[ \text{Skip Interval} = \frac{8,724}{400} \]

\[ \approx 22 \]

**Instrumentation**

In this study, a survey instrument was utilized to measure the construct of the study. The instrument consists of four major sections. The first and second sections of the instrument contained items measuring CSR and GM respectively. The last section contains items to capture the demographic data of the respondents. The items to measure: (1) CSR was adapted
from Monika et al. (2014) and Chiu and Hsu, (2010), total of 30 items; using a 10 point rating scale, where 1 is equal to strongly disagree and 10 is strongly agree. It consists of three dimensions; they are community development, environment consideration, and production and innovation. And (2) green marketing measured by Robert et al. (2014), Fue-Zeng et al, (2013), and Keith, et al, (2005) a total of 27 items. Green marketing was manifested by twenty-seven (27) items, also using a 10-point rating scale, where 1 is equal to strongly disagree and 10 is strongly agree. It consists of three dimensions; ethical business, resource commitment, and complaint handling.

The Result of Research

Conceptual Framework

Pilot test

As the pilot study determined the dimensionality items and internal reliability; it should be minimum 100 respondents from the same population (Zainudin, 2015) for better suitability and accuracy. Thus, the researcher set a pilot test for 150 respondents. The number of pilot tests for each village is calculated based on the number of households divided by the population size and multiplied by the total pilot test.

The number of items, dropped and retained

This section presents the result of Exploratory Factor Analysis (EFA) represented the examination of construct for suitable variables such as; (1) corporate social responsibility (CSR) construct there were 30 items, after the extracted, 23 items were dropped and 7 items were retained for Confirm Factor Analysis (CFA); green marketing (GM) construct were manifested 27 items, after extracted 20 items dropped and 7 items were retained for Confirmation Factor Analysis. Therefore, the numbers of items retained in the final survey questionnaires were 21 items. There are illustrated in Table 1.3.
Table 1.3: The number of items, dropped and retained in pilot study

<table>
<thead>
<tr>
<th>No.</th>
<th>Constructs</th>
<th>Initial items</th>
<th>Dropped items</th>
<th>Retained items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Corporate Social Responsibility (CSR)</td>
<td>30</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>Green Marketing (GM)</td>
<td>27</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>73</td>
<td>52</td>
<td>21</td>
</tr>
</tbody>
</table>

EFA (Extract Factor Analysis) Corporate Social Responsibility (CSR)

The results of the Kaiser-Meyer-Olkin (KMO) for CSR

This study used Extraction Method: Maximum Likelihood and Rotation Method: Varimax with Kaiser Normalization was performed for 7 items of CSR. The results indicate that the Bartlett’s Test of Sphericity was significant (Chi-Square = 1790.725, p-value < 0.000). The measure of sampling adequacy by Kaiser-Meyer-Olkin (KMO) is 0.916 that is excellent since it exceeds the recommended value of 0.6 (Kaiser, 1974). The two measures (KMO value close to 1.0 and the Bartlett’s Test of Sphericity significant value close to 0.0) suggest that the data is appropriate to proceed with its reduction procedure, the result of KMO and Bartlett’s test for CSR illustrated in Table 1.4.

Table 1.4: KMO and Bartlett’s test for CSR

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .916 |
| Bartlett's Test of Sphericity       | Approx. Chi-Square | 1790.725 |
|                                          | Df              | 21      |
|                                          | Sig.            | .000    |

Rotation Method: Varimax with Kaiser Normalization

Total Variance Explained for CSR

CSR was extracted into one distinct dimension based on eigenvalues exceeding 1.0. For dimension that concerned with “community development”, initial eigenvalues total 5.169, percent of variance was 73.841, and cumulative percent was 73.741. After extraction sums of squared loading were total 4.867, percent of variance was 69.536, cumulative percent was 69.536. There are illustrated in Table 1.5.

Table 1.5: Total Variance Explained for CSR

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Total Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community development</td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td></td>
<td>5.169</td>
<td>73.841</td>
</tr>
</tbody>
</table>
Factor Loading for CSR

CSR was extracted dimension matrix by Maximum Likelihood and rotated method by based on eigenvalues exceeding 1.0. Those with factor loading higher than 0.6 should be analysed and items lower than 0.6 should be dropped from analysis (Zainudin, 2012). The result of study found one latent variable namely “community development” that identified by seven items such as the company has established several educational institutions. (R4), the company organizes villages’ adoption programs. (R6), the company helps to improve agriculture productivity. (R8), the company provides sports equipment to the community. (R9), the company has sponsored meals for local children. (R10), the company contributes to social welfare. (R11), the company commits on environmental sustainability in its operation. (R17). There are presented in Table 1.6.

<table>
<thead>
<tr>
<th>Item</th>
<th>Statement</th>
<th>Factor Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The company has established several educational institutions. (R4)</td>
<td>.804</td>
</tr>
<tr>
<td>2</td>
<td>The company organizes villages’ adoption programs. (R6)</td>
<td>.854</td>
</tr>
<tr>
<td>3</td>
<td>The company helps to improve agriculture productivity. (R8)</td>
<td>.838</td>
</tr>
<tr>
<td>4</td>
<td>The company provides sports equipment to the community. (R9)</td>
<td>.842</td>
</tr>
<tr>
<td>5</td>
<td>The company has sponsored meals for local children. (R10)</td>
<td>.844</td>
</tr>
<tr>
<td>6</td>
<td>The company contributes to social welfare. (R11)</td>
<td>.867</td>
</tr>
<tr>
<td>7</td>
<td>The company commits on environmental sustainability in its operation.</td>
<td>.787</td>
</tr>
</tbody>
</table>

Green marketing

The results of the Kaiser-Meyer-Olkin (KMO) for green marketing

This study used Extraction Method: Maximum Likelihood and Rotation Method: Varimax with Kaiser Normalization was performed for 7 items of green marketing. The results indicate that the Bartlett’s Test of Sphericity was significant (Chi-Square=1604.702, p-value < 0.000). The measure of sampling adequacy by Kaiser-Meyer-Olkin (KMO) is 0.894 that is excellent since it exceeds the recommended value of 0.6 (Kaiser, 1974). The two measures (KMO value close to 1.0 and the Bartlett’s Test of Sphericity significant value close to 0.0) suggest that the data is appropriate to proceed with its reduction procedure, the result of KMO and Bartlett’s test for CSR illustrated in Table 1.7.

<table>
<thead>
<tr>
<th>KMO and Bartlett’s test for green marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Rotation Method: Varimax with Kaiser Normalization
Total Variance Explained for green marketing

Green marketing was extracted into one distinct dimension based on eigenvalues exceeding 1.0. For dimension that concerned with “ethical behavior”, initial eigenvalues total 4.987, percent of variance was 71.245, and cumulative percent was 71.245. After extraction sums of squared loading were total 4.652, percent of variance was 66.461, cumulative percent was 66.461. There are illustrated in Table 1.8.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethical behavior</td>
<td>4.987</td>
<td>4.652</td>
</tr>
<tr>
<td>% of Variance</td>
<td>71.245</td>
<td>66.461</td>
</tr>
<tr>
<td>Cumulative %</td>
<td>71.245</td>
<td>66.461</td>
</tr>
<tr>
<td>Total % of Variance</td>
<td>71.245</td>
<td>66.461</td>
</tr>
<tr>
<td>Cumulative %</td>
<td>71.245</td>
<td>66.461</td>
</tr>
</tbody>
</table>

Factor loading for green marketing

Green marketing was extracted dimension matrix by Maximum Likelihood and rotated method by based on eigenvalues exceeding 1.0. Those with factor loading higher than 0.6 should be analysed and items lower than 0.6 should be dropped from analysis (Zainudin, 2012). The result of study found one latent variable namely “ethical behaviour” that identified by the company helps stakeholders to make investment decision by organizing a formal dialogue (M5), the company has approachable staffs to interact with (M15), the company commits financial assets to green marketing (M20), the employees of this company have training in green marketing (M22), the employees of company have a superior ability in coordinating the green marketing related operations (M23), the company has the ability in performing the green marketing related with production (M24), the company has business partners that can boost its ability to execute green marketing initiatives (M27). There are presented in Table 1.9.

<table>
<thead>
<tr>
<th>Item</th>
<th>Statement</th>
<th>Factor Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The company helps stakeholders to make investment decision by organizing a formal dialogue. (M5)</td>
<td>0.803</td>
</tr>
<tr>
<td>2</td>
<td>The company has approachable staffs to interact with. (M15)</td>
<td>0.786</td>
</tr>
<tr>
<td>3</td>
<td>The company commits financial assets to green marketing. (M20)</td>
<td>0.779</td>
</tr>
<tr>
<td>4</td>
<td>The employees of this company have training in green marketing. (M22)</td>
<td>0.839</td>
</tr>
<tr>
<td>5</td>
<td>The employees of company have a superior ability in coordinating the green marketing related operations. (M23)</td>
<td>0.813</td>
</tr>
<tr>
<td>6</td>
<td>The company has the ability in performing the green marketing related with production. (M24)</td>
<td>0.855</td>
</tr>
<tr>
<td>7</td>
<td>The company has business partners that can boost its ability to execute green marketing initiatives. (M27)</td>
<td>0.828</td>
</tr>
</tbody>
</table>
Reliability

Reliability of an instrument is the “extension to which a variable or set of variables is consistent in what is intended to measure, that it differs from validity in that it relates not to what should be measured, but instead to how it is measured” (Hair, 2006). Reliability proposes to measure how well a set of manifest indicators measure the scale (Hair et al, 2006). It uses Cronbach’s Alpha for each construct higher than 0.6 for a dimension and reflects the measuring items under the particular dimension to provide a reliable measure of internal consistency. Each construct achieved the acceptable level of reliability (CSR = 0.94 and GM = 0.932. Cronbach’s Alpha for each construct are higher than 0.6.

Data Collection

After performing the pilot study, the actual survey was conducted the questionnaire to distribute questionnaires, the research team consisted of five people responsible for distributing questionnaires to five villages each-twenty-five villages altogether. The research was responsible for village no. 18, Jatujak Market, due to dense population. The research team focused on the target address number as specified to ask the head of the family. In case that the head of the family was not at home, leave the questionnaire with his wife, and two weeks later the team would arrange an appointment to collect the questionnaire by asking the telephone number from the respondent.

Cross Tabulations of Demographic Profile, Corporate Social Responsibility (CSR) and Green Marketing

Besides mean and standard deviations as demonstrated in Total Variance Explained for Harman’s Single Factor Test, further analyses of cross tabulations were computed to compare categorical constructs of Corporate Social Responsibility (CSR) and Green Marketing. Table 1.13, initiatively present cross tabulation of demographic profile; green marketing, and green marketing as the following; Firstly, gender of respondents which male is not quite different with female have higher mean score in green marketing and CSR; Secondly, Age of respondents 50 – 60 years old which lower mean score for green marketing, corporate, and CSR; Thirdly, Marital status of respondents which others status higher mean score for green marketing and CSR; Fourthly, Educational level of respondents which bachelor degree highest mean for green marketing and CSR; Fifthly, Type of Job of respondents which unemployment highest mean score for green marketing; Sixth, Income household per a month which more than RM 3,401 highest mean score for green marketing and CSR; Seventh, Member of household which more than 5 persons highest mean score for green marketing and CSR; Eighthly, Visiting of the company which local people who never (no) visited in the company higher mean score for green marketing, but and CSR; And Finally, the distance of resident from the company which less than 5 kilometer higher mean score for green marketing, but lower for CSR. There are shown in Table 1.10.
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Frequency</th>
<th>Percentage</th>
<th>CSR</th>
<th>Green Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>(N=302)</td>
<td>%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1</strong> Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>156</td>
<td>51.66</td>
<td>7.97</td>
<td>8.20</td>
</tr>
<tr>
<td>Female</td>
<td>146</td>
<td>48.34</td>
<td>7.82</td>
<td>8.12</td>
</tr>
<tr>
<td><strong>2</strong> Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 – 25 years old</td>
<td>21</td>
<td>6.95</td>
<td>7.62</td>
<td>8.30</td>
</tr>
<tr>
<td>26 – 33 years old</td>
<td>39</td>
<td>12.91</td>
<td>7.94</td>
<td>8.14</td>
</tr>
<tr>
<td>34 – 41 years old</td>
<td>59</td>
<td>19.54</td>
<td>8.09</td>
<td>8.25</td>
</tr>
<tr>
<td>42 – 49 years old</td>
<td>57</td>
<td>18.87</td>
<td>8.01</td>
<td>8.27</td>
</tr>
<tr>
<td>50 – 60 years old</td>
<td>83</td>
<td>27.48</td>
<td>7.77</td>
<td>8.04</td>
</tr>
<tr>
<td>60 years old above</td>
<td>43</td>
<td>14.24</td>
<td>7.83</td>
<td>8.05</td>
</tr>
<tr>
<td><strong>3</strong> Marital status</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>55</td>
<td>18.21</td>
<td>7.85</td>
<td>8.30</td>
</tr>
<tr>
<td>Married</td>
<td>223</td>
<td>73.84</td>
<td>7.92</td>
<td>8.12</td>
</tr>
<tr>
<td>Divorced</td>
<td>15</td>
<td>4.97</td>
<td>7.77</td>
<td>8.29</td>
</tr>
<tr>
<td>Separated</td>
<td>5</td>
<td>1.66</td>
<td>7.71</td>
<td>8.02</td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
<td>1.32</td>
<td>8.03</td>
<td>7.92</td>
</tr>
<tr>
<td><strong>4</strong> Educational level</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary school</td>
<td>112</td>
<td>37.09</td>
<td>7.88</td>
<td>8.13</td>
</tr>
<tr>
<td>High school</td>
<td>115</td>
<td>38.08</td>
<td>7.89</td>
<td>8.16</td>
</tr>
<tr>
<td>Vocational level</td>
<td>37</td>
<td>12.25</td>
<td>7.76</td>
<td>8.13</td>
</tr>
<tr>
<td>Bachelor Degree</td>
<td>36</td>
<td>11.92</td>
<td>8.06</td>
<td>8.25</td>
</tr>
<tr>
<td>Master Degree</td>
<td>1</td>
<td>.3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Doctor Degree</td>
<td>1</td>
<td>.3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>5</strong> Type of Job</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Civil Servant</td>
<td>19</td>
<td>6.30</td>
<td>7.96</td>
<td>8.35</td>
</tr>
<tr>
<td>Farmer</td>
<td>182</td>
<td>60.30</td>
<td>8.00</td>
<td>7.96</td>
</tr>
<tr>
<td>Owen Business</td>
<td>45</td>
<td>14.90</td>
<td>7.84</td>
<td>8.08</td>
</tr>
<tr>
<td>State Enterprise</td>
<td>9</td>
<td>3.00</td>
<td>7.78</td>
<td>8.13</td>
</tr>
<tr>
<td>Company</td>
<td>32</td>
<td>10.60</td>
<td>7.44</td>
<td>8.65</td>
</tr>
<tr>
<td>Unemployment</td>
<td>15</td>
<td>5.00</td>
<td>8.29</td>
<td>8.45</td>
</tr>
<tr>
<td><strong>6</strong> Household Income per a month</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than RM 800</td>
<td>54</td>
<td>17.88</td>
<td>7.89</td>
<td>7.96</td>
</tr>
<tr>
<td>RM 801 – RM 1,400</td>
<td>115</td>
<td>38.08</td>
<td>7.84</td>
<td>8.26</td>
</tr>
<tr>
<td>RM 1,401 – RM 2,000</td>
<td>79</td>
<td>26.16</td>
<td>7.91</td>
<td>8.10</td>
</tr>
<tr>
<td>RM 2,001 – RM 2,600</td>
<td>19</td>
<td>6.29</td>
<td>7.89</td>
<td>7.93</td>
</tr>
<tr>
<td>RM 2,601 – RM 3,400</td>
<td>9</td>
<td>2.98</td>
<td>7.60</td>
<td>8.14</td>
</tr>
<tr>
<td>More than RM 3,401</td>
<td>26</td>
<td>8.61</td>
<td>8.25</td>
<td>8.46</td>
</tr>
<tr>
<td><strong>7</strong> Member of Household</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 person</td>
<td>15</td>
<td>4.97</td>
<td>8.00</td>
<td>8.35</td>
</tr>
<tr>
<td>2 persons</td>
<td>54</td>
<td>17.88</td>
<td>7.74</td>
<td>8.07</td>
</tr>
</tbody>
</table>
The result of actual test

Structural Equation Modelling

Construct Validity and Convergent Validity

An overall measurement model test that consisted of all constructs has been conducted to test the adequacy of the measurement model, which were represented by Absolute fit; RMSEA = 0.073, GFI = 900; Incremental fit: CFI = 0.954, TLI = 0.946, NFI = 0.928; and Parsimonious fit: Chisq/df = 2.611. And the value of AVE should be 0.5 or higher for validity to achieve. The result of Average Variance Extracted (AVE) is represented for CSR, corporate image, and green marketing as 0.69, 0.69, and 0.67 respectively.

Table 1.1: Good-of-fit index for overall measurement

<table>
<thead>
<tr>
<th>Absolute fit</th>
<th>Full Name</th>
<th>Level of acceptability</th>
<th>Level of model</th>
</tr>
</thead>
<tbody>
<tr>
<td>RMSEA</td>
<td>Root Mean Square of Error Approximation</td>
<td>&lt; 0.080</td>
<td>0.073</td>
</tr>
<tr>
<td>GFI</td>
<td>Goodness of Fit Index</td>
<td>&gt; 0.90</td>
<td>0.900</td>
</tr>
<tr>
<td>Incremental fit</td>
<td>Comparative Fit Index</td>
<td>&gt; 0.90</td>
<td>0.954</td>
</tr>
<tr>
<td>CFI</td>
<td>Tucker-lewis Index</td>
<td>&gt; 0.90</td>
<td>0.946</td>
</tr>
<tr>
<td>TLI</td>
<td>Normed Fit Index</td>
<td>&gt; 0.90</td>
<td>0.928</td>
</tr>
<tr>
<td>NFI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parsimonious fit</td>
<td>Chi Square/Degree of Freedom</td>
<td>&lt; 5.0</td>
<td>2.611</td>
</tr>
</tbody>
</table>

The composite Reliability

The composite reliability (CR) indicates the reliability and internal consistency of construct. A value of CR ≥ 0.6 is required in order to achieve composite reliability for each constructs such as CSR and green marketing that represented as 0.93, and 0.91 respectively. Average Variance Extracted (AVE) that indicates the average percentage of variation explained by measuring items for a construct. An AVE ≥ 0.5 is required for every construct such as CSR and green marketing that represented as 0.69 and 0.67 respectively.
Factor loading

After pooled model achieve good of fit index, the standardized loading of factor loading estimates which higher 0.6 in each constructs such as; firstly CSR that compound one dimension namely “community development” identified by the company has established several educational institutions (R1), the company helps to improve agriculture productivity (R3), the company provides sports equipment to the community (R4), the company has sponsored meals for local children (R5), the company contributes to social welfare (R6), the company commits on environmental sustainability in its operation (R7);

And secondly, green marketing that compound one dimension namely “Ethical dimension” which identified by the company has approachable staffs to interact with (M1), the company commits financial assets to green marketing (M3), the employees of this company have training in green marketing (M4), the employees of company have a superior ability in coordinating the green marketing related operations, (M5), the company has the ability in performing the green marketing related with production (M6). Those are presented in Table 1.15.

Table 1.12: The validity of the constructs

<table>
<thead>
<tr>
<th>Construct</th>
<th>Item</th>
<th>Loading</th>
<th>AVE</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSR</td>
<td>1. The company has established several educational institutions (R1)</td>
<td>.771</td>
<td>.69</td>
<td>.93</td>
</tr>
<tr>
<td></td>
<td>2. The company helps to improve agriculture productivity (R3)</td>
<td>.799</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. The company provides sports equipment to the community (R4)</td>
<td>.862</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. The company has sponsored meals for local children (R5)</td>
<td>.848</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. The company contributes to social welfare (R6)</td>
<td>.883</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6. The company commits on environmental sustainability in its operation (R7)</td>
<td>.815</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GM</td>
<td>1. The company has approachable staffs to interact with (M1)</td>
<td>.779</td>
<td>.67</td>
<td>.91</td>
</tr>
<tr>
<td></td>
<td>2. The company commits financial assets to green marketing (M3)</td>
<td>.788</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. The employees of this company have training in green marketing (M4)</td>
<td>.841</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. The employees of company have a superior ability in coordinating the green marketing related operations, (M5)</td>
<td>.845</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. The company has the ability in performing the green marketing related with production (M6)</td>
<td>.845</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Assessment of Normality Distribution of Data

Skewness and kurtosis were used as the criteria to assess the data normality. The measure of skewness should fall within the ranges of -3.0 to 3.0 (Kline, 2005) to indicate that the data is normally distributed. The result of skewness represented value for each item range from -1.326
to -.479 and Kurtosis also presented the value for each item range -.011 to 2.533. Therefore, the normal requirement is met, and further parametric statistic tests can be performed. There are present in Table1.13.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Coefficients</th>
<th>SE</th>
<th>C.R.</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>GM ← CSR</td>
<td>0.216</td>
<td>0.02</td>
<td>0.106</td>
<td>2.048</td>
</tr>
</tbody>
</table>

**Hypothesis Testing**

**H1: CSR has a significantly positive effect on green marketing.**

For hypothesis 1, the study aimed to investigate the influence of corporate social responsibility (CSR) on green marketing. Results from SEM of the proposed model exposed that standardised coefficient for path “green marketing ← corporate social responsibility” was 0.189 with a standard error of 0.106 and T-value (C.R) of 2.048 that presented in Table 1.14. Therefore, the study concludes that CSR has a significantly positive effect on green marketing. Hypothesis 1 was supported.

**H2: Visiting moderates the relationship between corporate social responsibility (CSR) and green marketing.**

Hypothesis 2 proposed that the relationship between corporate social responsibility (CSR) and green marketing (GM) was moderated by the visiting status of the respondents, which was categorized as “Visiting” and “Never visiting” group. The group was named “Visited” for the respondents who had visited SAHACOGEN Green Lamphun Company, while the other group was named “Never-visited” for the respondents who had never visited the company. It means that “Visiting” variable may alter the direction or strength of the relation between CSR and GM (Frazier, Tix and Barron, 2004). The structural model was analysed by using the multi-group analysis (Hair et al, 2006).

It initially performed the multi-group analysis that was divided into two groups based on the respondent’s level of visiting; one group was named “Visited” for the respondents who had visited SAHACOGEN Green Lamphun Company, while the other group was named “Never-
visited” for the respondents who had never visited the company. As suggested by Hair et al. (2006) and Awang (2015), Multi-Group CFA was suggested as an alternative method for assessing the effect of moderator variable in the model. In this case, the two groups were labelled as “Visited” and “Never Visited” group. Each group was constrained by putting a parameter =1, identified as constrained model and the other one was unconstrained model, the one without the parameter =1. Moderation effect existed when there was significant difference between the two models, namely constrained and unconstrained model, based on the difference in Chi-Square values.

First of all, in the constrained model a parameter with the coefficient value equals to 1.0 was inserted in the path between CSR and GM. Chi-Square value was ascertain for the constrained model. Table 1.15 illustrated that the value of Chi-Square is 248.167. The next step was to determine the Chi-Square value for the unconstrained model. Table 1.17 indicated that the value of the unconstrained model is 231.523. In order to determine there is a significant difference between the constrained and unconstrained model for Visited group, the value of Chi-Square Constrained model (248.167) minus the value of Chi-Square Unconstrained model must be more than 3.84 (Awang, 2015). As illustrated in Table 1.18, the value is equal to 16.644 (248.167 - 231.523) meeting the requirement to support there is a significant difference between the constrained and unconstrained model of Visited group. Therefore, the moderating effect of Visited group was significant since the difference in Chi-Square between the constrained and unconstrained models is more than 3.84.

### Table 1.15: Chi-Square Value and DF for the constrained model (Visited)

<table>
<thead>
<tr>
<th>Model</th>
<th>NPAR</th>
<th>CMIN</th>
<th>DF</th>
<th>P</th>
<th>CMIN/DF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default Model</td>
<td>36</td>
<td>248.167</td>
<td>117</td>
<td>.000</td>
<td>2.121</td>
</tr>
<tr>
<td>Saturated Model</td>
<td>153</td>
<td>.000</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent Model</td>
<td>17</td>
<td>2149.661</td>
<td>136</td>
<td>.000</td>
<td>15.806</td>
</tr>
</tbody>
</table>

### Table 1.16: Chi-Square Value and DF for the unconstrained model (Visited)

<table>
<thead>
<tr>
<th>Model</th>
<th>NPAR</th>
<th>CMIN</th>
<th>DF</th>
<th>P</th>
<th>CMIN/DF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default Model</td>
<td>37</td>
<td>231.523</td>
<td>116</td>
<td>.000</td>
<td>1.996</td>
</tr>
<tr>
<td>Saturated Model</td>
<td>153</td>
<td>.000</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent Model</td>
<td>17</td>
<td>2149.661</td>
<td>136</td>
<td>.000</td>
<td>15.806</td>
</tr>
</tbody>
</table>

### Table 1.17: The Moderation Test for the visited group

<table>
<thead>
<tr>
<th></th>
<th>Constrained Model</th>
<th>Unconstrained Model</th>
<th>Chi-Square Difference</th>
<th>Result on Moderation</th>
<th>Result on Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square DF</td>
<td>248.167</td>
<td>231.523</td>
<td>16.644</td>
<td>Significant</td>
<td>Supported</td>
</tr>
<tr>
<td>The hypothesis statement</td>
<td>H2: Visiting moderates the relationship between CSR and green marketing.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The next step was to prove the significant effect of “Never visited” group on the relationship between CSR and GM. Similar procedure was applied to the constrained and unconstrained model of “Never visited” group. Table 1.18 and Table 1.19 illustrated the Chi-Square values of constrained and unconstrained models for the “Never Visited” group. Results in Table 1.20 suggested that there is a significant difference between the constrained and unconstrained model of “Never Visited” group since the value of the difference in Chi-Square of the two models is (265.288 – 244.441) = 20.847, which is more than the required value of 3.84.

Table 1.18: Chi-Square Value and DF for the constrained model (Never visited)

<table>
<thead>
<tr>
<th>Model</th>
<th>NPAR</th>
<th>CMIN</th>
<th>DF</th>
<th>P</th>
<th>CMIN/DF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default model</td>
<td>36</td>
<td>265.288</td>
<td>117</td>
<td>.000</td>
<td>2.267</td>
</tr>
<tr>
<td>Saturated model</td>
<td>153</td>
<td>.000</td>
<td>0</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Independent model</td>
<td>17</td>
<td>2254.264</td>
<td>136</td>
<td>.000</td>
<td>16.575</td>
</tr>
</tbody>
</table>

Table 1.19: Chi-Square Value and DF for the unconstrained model (Never visited)

<table>
<thead>
<tr>
<th>Model</th>
<th>NPAR</th>
<th>CMIN</th>
<th>DF</th>
<th>P</th>
<th>CMIN/DF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default model</td>
<td>37</td>
<td>244.441</td>
<td>116</td>
<td>.000</td>
<td>2.107</td>
</tr>
<tr>
<td>Saturated model</td>
<td>153</td>
<td>.000</td>
<td>0</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Independent model</td>
<td>17</td>
<td>2254.264</td>
<td>136</td>
<td>.000</td>
<td>16.575</td>
</tr>
</tbody>
</table>

Table 1.20: The Moderation Test for the Never Visited Group

<table>
<thead>
<tr>
<th>Constrained Model</th>
<th>Unconstrained Model</th>
<th>Chi-Square Difference</th>
<th>Result on Moderation</th>
<th>Result on Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square DF</td>
<td>265.288</td>
<td>244.441</td>
<td>20.847</td>
<td>Significant</td>
</tr>
<tr>
<td></td>
<td>117</td>
<td>116</td>
<td>1</td>
<td>Supported</td>
</tr>
</tbody>
</table>

The hypothesis statements
H2: Visiting moderates the relationship between CSR and green marketing

The above result suggested that the “Visited” and “Never Visited” group had significant moderating effect on the relationship between CSR and GM. Therefore the moderator variable “Visiting” moderated the relationship between CSR and GM. The results in Table 1.18 indicated that the beta estimate values for “Visited” group is 0.11 while “Never Visited” group is 0.35. Thus, it can be concluded that the effect of CSR on GM is more pronounced in “Never visited” compared to “Visited” group.

The next step was to determine whether the moderator variable “Visiting” had a full or partial moderating effect. This can be achieved by comparing the unconstrained models of the two groups’ (“Visited” and “Never Visited” group) standardized estimates and their significant. Full moderating effect existed when standardized estimate is non significant in any of these two groups. On the other hand, partial moderating effect occurs when standardized estimates for both groups are significant. Based on the results in Table 1.21, the standardised estimate for “Visited” group is not significant while “Never visited” group is significant. Thus, the result indicated that the moderating variable “Visiting” has a full moderating effect on the
relationship between CSR and GM. In this case, “Visiting” is a significant moderator in CSR and GM relationship, implying CSR increases GM only for “Never visited” group than for the “Visited” group. Therefore, CSR efforts should be undertaken by the company among “Never visited” group to improve their green marketing image.

<table>
<thead>
<tr>
<th>Type of group</th>
<th>Path</th>
<th>Standardized Beta Estimate</th>
<th>P-value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited</td>
<td>GM ⇐ CSR</td>
<td>0.11</td>
<td>0.370</td>
<td>Not Significant</td>
</tr>
<tr>
<td>Never visited group</td>
<td>GM ⇐ CSR</td>
<td>0.35</td>
<td>0.019</td>
<td>Significant</td>
</tr>
</tbody>
</table>

H3: Distance moderates the relationship between CSR and green marketing

Hypothesis 3 proposed that the relationship between CSR and GM was moderated by the length of distance (Distance) of a respondents’ residence from SAHACOGEN Green Lamphun Company. It means that “Distance” variable may alter the direction or strength of the relation between CSR and GM (Frazier, Tix and Barron, 2004). The same steps of testing the moderation effect used to test Hypothesis 2. Multi-group analysis that was divided the moderator variable “Distance” into two groups based on the respondent’s level of distance was performed: one group was named as “5 km and less” that means the distance of residence from SAHACOGEN Green Lamphun Company was 5 km and less, while the other group was named “5-10 km” that refers to the distance of residence from the company, 5-10 km.

The first step is to ascertain the moderation effect of a moderator variable “Distance” is to create constrained models for both groups. The constrained model for the first group, “less than 5km” group, was created by inserting a parameter coefficient equal to 1.0. Table 1.23 and Table 1.24 illustrated the values of Chi-Square for constrained and unconstrained model of “less than 5 km” group respectively. The difference between the Chi-Square values of constrained and unconstrained model was ascertained and the value is 36.206 (319.823 – 283.617) as illustrated in Table 1.22.

<table>
<thead>
<tr>
<th>Model</th>
<th>NPAR</th>
<th>CMIN</th>
<th>DF</th>
<th>P</th>
<th>CMIN/DF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default Model</td>
<td>36</td>
<td>319.823</td>
<td>117</td>
<td>.000</td>
<td>2.734</td>
</tr>
<tr>
<td>Saturated Model</td>
<td>153</td>
<td>.000</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent Model</td>
<td>17</td>
<td>3489.225</td>
<td>136</td>
<td>.000</td>
<td>25.656</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Model</th>
<th>NPAR</th>
<th>CMIN</th>
<th>DF</th>
<th>P</th>
<th>CMIN/DF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default Model</td>
<td>37</td>
<td>283.617</td>
<td>116</td>
<td>.000</td>
<td>2.445</td>
</tr>
<tr>
<td>Saturated Model</td>
<td>153</td>
<td>.000</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent Model</td>
<td>17</td>
<td>3489.225</td>
<td>136</td>
<td>.000</td>
<td>25.656</td>
</tr>
</tbody>
</table>
Table 1.24: The Moderation Test for the visited group

<table>
<thead>
<tr>
<th></th>
<th>Constrained Model</th>
<th>Unconstrained Model</th>
<th>Chi-Square Difference</th>
<th>Result on Moderation</th>
<th>Result on Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square</td>
<td>319.823</td>
<td>283.617</td>
<td>36.206</td>
<td>Significant</td>
<td>Supported</td>
</tr>
<tr>
<td>DF</td>
<td>117</td>
<td>116</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**The hypothesis statement**

**H3:** distance moderates the relationship between CSR and green marketing.

In the case of “5-10 km” group the Chi-Square difference between the constrained and unconstrained model were also ascertain. Table 1.25 and Table 1.26 illustrated the Chi-Square values of constrained and unconstrained model respectively. The results in Table 2.27 suggested that the difference of Chi-Square value \((161.423 - 152.151 = 9.272)\) is significant and meeting the requirement of moderation effect since the value of the difference of Chi-Square value between constrained and unconstrained model is more than 3.84. Therefore, the moderator variable “Distance” has moderation effect in the CSR and GM relationship.

Table 1.25: Chi-Square Value and DF for the constrained model (5-10km)

<table>
<thead>
<tr>
<th>Model</th>
<th>NPAR</th>
<th>CMIN</th>
<th>DF</th>
<th>P</th>
<th>CMIN/DF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default model</td>
<td>36</td>
<td>272.916</td>
<td>117</td>
<td>.000</td>
<td>2.333</td>
</tr>
<tr>
<td>Saturated model</td>
<td>153</td>
<td>.000</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent model</td>
<td>17</td>
<td>991.659</td>
<td>136</td>
<td>.000</td>
<td>7.292</td>
</tr>
</tbody>
</table>

Table 1.26: Chi-Square Value and DF for the unconstrained model (5-10km)

<table>
<thead>
<tr>
<th>Model</th>
<th>NPAR</th>
<th>CMIN</th>
<th>DF</th>
<th>P</th>
<th>CMIN/DF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default model</td>
<td>37</td>
<td>268.475</td>
<td>116</td>
<td>.000</td>
<td>2.314</td>
</tr>
<tr>
<td>Saturated model</td>
<td>153</td>
<td>.000</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent model</td>
<td>17</td>
<td>991.659</td>
<td>136</td>
<td>.000</td>
<td>7.292</td>
</tr>
</tbody>
</table>

Table 1.27: The Moderation Test 5-10 km group

<table>
<thead>
<tr>
<th></th>
<th>Constrained Model</th>
<th>Unconstrained Model</th>
<th>Chi-Square Difference</th>
<th>Result on Moderation</th>
<th>Result on Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square</td>
<td>161.423</td>
<td>152.151</td>
<td>9.272</td>
<td>Significant</td>
<td>Supported</td>
</tr>
<tr>
<td>DF</td>
<td>75</td>
<td>74</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**The hypothesis statement**

**H3:** distance moderates the relationship between CSR and green marketing

The second step is to determine the type of moderation effect of “Distance”. The group effects of the moderator variable were determined by examining the standardized estimates and their significant of both groups, “less than 5 km group” “5-10 km group” is 0.293. The results in
Table 1.28 suggested that standardized estimate of “less than 5 km” group is significant while “5 – 10 km” is not significant. Therefore, “Distance” has full moderation effect suggesting that CSR has positive relationship on GM only among “less than 5 km” group. Thus CSR activities should be concentrated among residents living less than 5 km away from SAHACOGEN Green Lamphun Company to improve green marketing image of the company.

### Table 1.28: The effect of corporate image and green marketing for “lessthan 5 km and 5-10 km”

<table>
<thead>
<tr>
<th>Type of group</th>
<th>Path</th>
<th>Standardized Beta Estimate</th>
<th>P-value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Less than 5 km”</td>
<td>GM ↔ CSR</td>
<td>0.199</td>
<td>0.041</td>
<td>Significant</td>
</tr>
<tr>
<td>“5-10 km”</td>
<td>GM ↔ CSR</td>
<td>0.293</td>
<td>0.204</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

### Conclusion and Discussion

This study has given several important implications to the problems aformationed which public support and information had no support by the company. The study found solving of conflict between the company and local community focus on CSR identified by the company has established several educational institutions; the company helps to improve agriculture productivity; the company provides sports equipment to the community; the company has sponsored meals for local children; the company contributes to social welfare; the company commits on environmental sustainability in its operation. CSR activities have a significant positive effect on green marketing which identified by ability in performing the green marketing related with performing the green marketing which indentified by the company has approachable staffs to interact with; the company commits financial assets to green marketing; the employees of this company have training in green marketing; the employees of company have a superior ability in coordinating the green marketing related operations; the company has the ability in performing the green marketing related with production. Furthermore, visiting of local people in community; CSR efforts should be undertaken by the company among “Never visited” group to improve their green marketing image. As CSR has positive relationship on GM only among “less than 5 km” group. Thus CSR activities should be concentrated among residents living less than 5 km away from SAHACOGEN Green Lamphun Company to improve green marketing image of the company. Therefore this study is helpful in revealing the appropriate social activities as perceived by the local people so that SAHACOGEN Green Lamphun Company can effectively promote social responsibility activities in order to enhance green marketing as the company’s staff have a superior ability in coordinating with green marketing related to its operation and promote local people never visiting and less than 5 km in order to insight the company commitment.

### Reference

Asad, K. G., & Patricia, A. (2011). United Kingdom: How socially responsible are multinational corporations? Perspective from the developing world. The school of international development at the University of East Anglia, Norwich. UK.


Renewable energy Annual report; Thailand, 2015


Soonthonsmai, V. (2007). Environmental or green marketing as global competitive edge: Concept, synthesis, and implication. In EABA (Business) and ETLC (Teaching) Conference Proceeding, Venice, Italy.


THE PRACTICES OF DELIBERATIVE DEMOCRACY OF ADAT-BASED LOCAL GOVERNANCE OF ACEH AND THE STATE AGENCY OF MAHKAMAH KONSTITUSI IN INDONESIA

Sahruddin Lubis¹, TB Massa Djafar², Hari Zamharir³

¹Faculty of Social & Political Sciences, Universitas Nasional, Jakarta, Indonesia
²Graduate School of Political Science, Universitas Nasional, Jakarta, Indonesia
³Faculty of Social & Political Sciences, Universitas Nasional, Jakarta, Indonesia
(E-mail: hari.zamharir@gmail.com)

Introduction

Democratic ideal stipulated in Indonesia’s 1945 Constitution—along with its four-stage consecutive amendment after 1998—mentions the call for implementing some forms of deliberative democracy. (Morfit, 1981; Zamharir, et al. 2014, Aur, 2014). Such a call for returning to deliberative type of democracy has not been easy given a few critiques addressed to the democratic ideal of musyawarah. Just an example: Sanit (in Mudhoffir, 2006; 123), once had ad hoc thesis of old-fashioned mode of democratic ideal of musyawarah mufakat (deliberation), arguing that such a deliberation is incompatible with modern culture.

As political reform began in 1998, the country has been engaged in political development in several levels and agencies aiming at institutionalization of democratic mechanism both in public policy making and power politics. While there are some bright signs of progress, we have witnessed a number of problematic situations especially in improving better quality of participation of the society in public policy formulation—not to mention Indonesian current anomaly of power politics in June 2019, especially the politics of presidency. Public participation in various levels and agencies have not been satisfactory in terms of its quality—little contribution in shaping the formulation, rare fruitful dialog or negotiation, resting more heavily on the government officers’ preferences. This is so given the weaknesses both in the way the government runs the affairs and relatively weak capacity on the parts of the society. From theoretical perspective, public participation employs concepts availed in Participatory Democratic Theory (PDT).

In consonance to the need for bringing democratization on the track, it is deemed necessary to turn political development to promoting deliberation and dialog to ensure our road to the return to the ideal of democracy stipulated in the Constitution. The questions are among others: How have efforts been made in materializing this need? Where or who should the agenda be initiated?

It is our interests in exploring the practice of better quality of public participation that share the ideals promoted in theoretical perspective of Deliberative Democratic Theory (DDT). Among the few and interesting cases are the adoption of deliberative democracy by the office of Mahkamah Konstitusi or Constitutional Court at the national level, whose main
responsibility is to tackle complaints expressed by members of the society and deliberative feature in the local government mechanism employed by Syari’ah-based regulation or Qonun (Law) in the province of Aceh respectively. These two cases—one at the national level and the other one at the local level—are products of political development after the amendment of the 1945 Constitution.

**Literature Review**

Deliberation becomes paramount in more contemporary discourse on democracy. In order for a society to be capable of doing it, Habermas’s theory of public sphere and deliberative democracy demand for dual aspects to develop—nomocracy or in his term normativity, and democracy or factivity. (Habermas, 1996). Is a great thing that since the 1998 political reform in Indonesia, the country has adopted this duality in its 19945 Constitution that has experienced four-time amendment. With this reform, supremacy of law (normativity) gains its paramount position and democracy would not rest heavily on factivity—the sole will of political communities or elites.

One mechanism for segments of the society to control the output of legislative body is the establishment of Mahkamah Konstitusi or Constitutional Court. In the framework of judicial review, Mahkamah Konstitusi has the task to insure the conformity of law produced by political elites in the parliament to the mandate available in the amended Constitution. The 1945 Constitution after the amendments has called for visions among the judges in Mahkamah Konstitusi to interpret texts of law for better understanding the tasks in the framework of context that include taking into consideration of adat law. (Maladi, 2010; 460). Such a call is generally referred to the practice of the U.S. Judge John Marshall who in 1803 who was brave to do a rule-breaking in tackling a very crucial issue in judicial matters.

Deepening democracy has been the famous jargon when scholars speak of deliberative democracy—the most contemporary theory of democracy whose main concepts are claimed capable to improve other theories. From Habermas’s description and contention of DDT to currently modification and enlargements of such concepts as rationality and communicative action, the incorporation of non-rationality and culture-context have been the concern of this theory. Especially it is Dryzek’s claim that deliberative democracy does exist in non-western culture. DDT has presented the following ideals: the need for larger public segments to be involved in public deliberation—for which it is at the office of Mahkamah Konstitusi that this point has been one feature in their exercise of the responsibility. Also DDT’s recommendation that in order for the discourse to be evolve fruitfully, participants should not prioritize his or her own preferences but rather give rooms for ideas to emerge for further take-and-give dialog.

Furthermore, setting aside his or her own preference is a generative of Habermas’s notion of de-ontology of his post-secular social science. Within this axiom, participants are to avoid absolute belief in things like political ideology or philosophy (especially secularism). Three (3) criteria for public policy formulations to be considered deliberative according to Carson & Karp (in Farithah & Wahyuni, 2014; 7): (1) influence of public opinion are; (2) inclusion i.e. inviting diverse segments’ views; and (3) deliberation—“open dialog, access to information, respect, space to understand and reform issues, and movement towards consensus”.

In addition to Dryzek’s proposition that deliberative democracy is culture-context, it is advisable for political scientists to accept existence of other modes of democracy like the ones
in Taiwanese context—with what Richard Madsen call Democracy’s Dharma—or Gotong Royong Democracy in Indonesia (Zamharir & Lubis, 2015). Whether or not Gotong-Royong democracy is thought of as more mystical spirit with its conception of musyawarah, mufakat, and mutual help (Suteki, 2018), this culture-context is an exposure of what Dryzek propose—culture-context democracy. It is also the writers’ experience that to understand local democracy like the one in North Halmahera, Indonesia, the adat-based social institution of Ambonese’s Hibua Lamo, the practice of deliberation and dialog seem difficult to be understood only with Habermas’s conception of communicative rationality. On the basis of the two perspectives—de-ontology of Habermas and Dryzek’s culture-context democracy, we find the Syari’ah-based Qonun at Aceh Province with its provision of public deliberation worth studying. It is a coincidence that Dryzek’s study was also exploring deliberation of the movement in Egypt who are pre-dominantly religious movement.

Discussion and Conclusion

The Practice of Deliberation at the Local Governance of Aceh.

It was a long history of Aceh society and government. After independence of Indonesia, 1945, during Soekarno’s administration there were times when the villagers were away from their homeland in villages or gampong because of the failure of politics of development that made villages become culturally and economically poor or disrupted. “Urbanizing move” without any pulls generated by welfare cities. During Suharto’s administration, again, Aceh experienced severe conflict of local vs. central government in issues mostly of natural resources—especially LNG (liquid natural gas) at Arun area in Aceh. The policy making Aceh top emergence of military operation or DOM (Daerah Operasi Militer) really reflected such a situation.

Only after the 1998 political reform along with the fall of Suharto, Aceh together with other regions across the country enjoys better system of local or self-government. The adat-based governance that includes re-installing the adat institution of self government at gampong (village) level—though partially—was enacted in 2006 under the Law of Aceh Government or Undang-undang Pemerintah Aceh. (Gayatri, 2016). Before this re-installment, local bureaucracy at the village was under the mechanism of government that excluded adat-based authority.

At the municipal and district level, the deliberation among the larger segments of the society starts from village or gampong level. As was reported by Dani, Suhaimi and Maulana (2016), in the City of Lhoksemawe, the allocation of Dana Desa or budget set aside for village by central government (the Law No. 6/2014 along with its Government Regulation No22/2015) are to proceed a bottom-up processes that involve Long Term Development Plan at the gampong level discussed at gampong level. This starting point is mandated in Qonun at gampong level.

At the village level in the Province of Aceh since the enactment of Qanun, the revitalization of adat-based self-government has been promoting more deliberative processes in several fields of activities, including those at the administration at villages. It is also worth noting that the existence of gampong is also obvious in the Municipal City of Banda Aceh. In the Municipal City of Banda Aceh, the capital city of the province, during our field work in
2018, it was observed that along the roads we traveled, there are signs of gampong in many places. Amdani has the following description of one field of dispute resolution at the village or gampong level. (Amdani, 2014: 1-30). First, the re-installment of adat law of Hadith Maja as the philosophical ground— the thing that in the jargon of political thought in the national level is called philosophical basis of the 1945 Constitution making up of the civic virtues of Indonesian society. This social institution reflects the trias politica involving the religious leader or Syiah Kuala being one of the local leaders in the management of dispute resolution. Second, the social institution at village level has the gampong apparatus that include keuchik who is the CEO in the village along with other local authorities including religious leader called Imam Mukim. Third, referring to the guide book, Pedoman Peradlan Adat di Aceh, the local leaders must assure that any dispute resolution is to be dealt with on a dialogue processes to insure that all parties in conflict accept it. To materialize more deliberative or talking-centric procedure, some familial approach is done by the local leaders prior to formal session of a dispute resolution: the leaders pay a visit to the parties in conflict for possible peace deals to avoid formal procedure. Fourth a given dispute is settled at the Meunasah—simply defined as small mosque or hall functioning as praying premise as well as public space for problem solving sessions. Fifth, among the values or principles that the law holds are (a) enforcing the law equally, (b) voluntariness, (c) consensus, and (d) holding the mandate or amanah firmly to enforce the adat law. Sixth, several objects of social dispute include (a) family matters, (b) sexual harassment regulated by Syari’ah, (c) violating environment of micro issues, and (d) conflict in business transaction. Seventh, the Qanun regulates that in implementing the adat law, coordination with authorities at the city or district level must be made. This includes coordinating with the police.

Adoption of Deliberative Values at the Mahkamah Konstitusi

The establishment of Mahkamah Konstitusi was one of the products of the third amendment in 2001, and is meant for assurance that all legal products enacted conformed to the Constitution and that any constitutional complaints coming from citizen are to be dealt with in such a way that political rights of the citizen are fulfilled. To achieve this, the decision made must be made within the framework of the principle of supremacy of law and democratic governance whereby deliberation and public participation are highly called for. (Malik, 2010; 378)

Another subsequent results of such an adoption has been the emergence of discourse to possess more dialogical process in its task of reviewing legislation. Currently Mahkamah Konstitusi is rather inferior in that it waits for any complaints from segments of the society to be submitted to the agency—a task that is more or less passive, waiting for any feedback coming out from a Law enacted. The discourse is to be pro-active prior to the final draft of the bill by way of consultation with Dewan Perwakilan Rakyat (People Representative Assembly) to insure better final draft of the political decision. (Ali Rido, 2017). When such a forum comes into being then it means that deliberation takes place: two institutions are in building communication on a more talking-centric mode.

With Suteki’s approach we are confirmed that local values and adat spirit of Aceh are worth taking into consideration in enforcing the law exercised by local governance in the Aceh Province: syariah-based qonun is justified. Secondly, within the ADR (Alternative Dispute
(Resolution) perspective we can say that the Qonun in which deliberation has been an inherent part of both formal mechanism as well as informal mechanism of tackling social affairs in Aceh reflects the acceptance of ADR approach but involves state domain. In other words, the Qonun with its deliberation is partly in line with the idea of Society domain as preferred by ADR and partly state domain.

So far the adoption of deliberative democracy in Mahkamah Konstitusi (MK) has been bright signs of making larger segments of the society involved prior to solution to problems made. While the sole legal bases for MK to do the work is the 1945 Constitution, the basis implies the room for interpretation. The prime function is to guide the Constitution; and as a consequence of this function is to guide democracy—this has been MK’s concern for adopting deliberative democracy. It has become MK’s culture to listen to more people before they come to a solution (Zoelva, 2014). Controversy exists, however, among others in view of the way MK’s responsibility is seen. Typical criticism includes a view that MK has been doing extra work that violates the very idea of division of authority in the various agencies responsible for carrying out justice (Salman, 2017). it is our account that such a critique may have emerged as a side effect of misunderstanding the values of deliberative democracy on one hand and lack of information that MK has been making engagement with novelty of approach adopted by new thoughts in science of law that rate highly deliberation with the public. Such new thought in science of law is expressed given the need to “reconcile” law and public opinion: the tension between the two would exist as long science of law adopt fossilized or absolute approach to responding to dynamic of public opinion. (Putra, 2010; 63). Democratic politics at the sociological level is to be assessed by judicial function of MK—referring to Pildes’s The Constitutionalization of Democratic Politics (2004), Zoelva (2014; 12) wrote that such a review by MK has been the real manifestation of constitution-bound democratic politics. Or in Habermas’s duality of nomocracy and democracy, it is an acceptance of both facticity—the social processes of political contestation—and normativity by which the will of people must conform to the Norms in the constitution. To give more insights, the step taken by the president to call on elite deliberation with several prominent leaders in the dilemma of appointment of the Police Office Head of the Republic of Indonesia in 2008 was also criticized by those are lack of knowledge of the importance of deliberation in democracy. To Sani (2009), elite deliberation was in use in Malaysia before Tun Razak: however, it might be a misfortune that while today’s Malaysia is moving towards deliberative democracy—among others with the setting up of TPCC or Temorleh Parliament Consultative Council; “a collective and consensual forum, or grass roots parliament” (Sani, 2009; 120), there was a huge corruption done by PM Tun Razak and further forcing him to be defeated from power through fair democratic Pilihan Raya (general election), putting Mahathir in power again.

Acknowledgement

The writers express our great gratitude especially to Rector, Universitas Nasional and the government of the Republic of Indonesia (Directorate General of Higher Education, the Ministry of Research & Technology, and Higher Education) for granting the 2nd year research fund, PTUPT 2019. Our last year paper was presented at the NTU, Singapore.
References


THE RELATIONSHIP BETWEEN OWNER-MANAGER CHARACTERISTICS AND INNOVATION ORIENTATION OF SMES

Ahmad Aminu Daneji¹, Kamran Shavarebi¹, Jeffrey Boon Hui Yap²

¹Faculty of Science, Technology, Engineering and Mathematics, International University of Malaya-Wales, Kuala Lumpur, Malaysia.
²Lee Kong Chian Faculty of Engineering and Science, Universiti Tunku Abdul Rahman, Selangor, Malaysia.
(E-mail: shp180004@student.iiumw.edu.my)

Abstract:
This paper aims to highlight a gap in knowledge on the relationship between Owner-Manager Characteristics and Innovation Orientation in SMEs. Systematic review of the related literature is employed to achieve the objective of the study. The findings of the study show that there is a need to better understand the concept of Innovation creation and innovation adoption (innovation orientation) by establishing its relationship with Owner-Manager Characteristics. Literature suggests that there might be a significant relationship between these two concepts, but the level of significance is yet to be empirically determined. Thus, this study recommends that empirical research is needed in order to determine the extent of the relationship between Owner-Manager Characteristics and Innovation Orientation.

Keywords: Owner-Manager Characteristics, Innovation Orientation, Innovation, SMEs.

Introduction
Innovation creation and innovation adoption of products, processes, and services have been a cornerstone for determining the performance and growth of SMEs (Abdu & Jibir, 2017; Schumpeter, 1934). Firms are now aware of the need to gain a competitive advantage against competitors in order to remain relevant in the market. However, most SMEs owners and managers lack the capacity and strategy to engage in innovative activities, this might be due to the complex nature of innovation orientation that has received conflicting views by various researchers (Anderson et al., 2014; Wolfe, 1994). Owner-managers need a better understanding of the concept of innovation in order to successfully introduce new and improved products to the market and gain competitive advantage (Damanpour & Wischnevsky, 2006). There are numerous studies that have investigated the innovation activities of firms at a different level of analysis; individual level, group level, organizational level, multilevel and across different disciplines and industry (Anderson, Potočnik and Zhou, 2014). There has also been a growing number of studies that concentrate on investigating innovation activities in firms, however much is still needed to be done. This study, therefore, seeks to address the literature gap in knowledge by determining the relationship between owner-manager characteristics and the innovation orientation of SMEs. In the next sections that follow, the relevant literature on this
subject will be discussed and the need for an empirical investigation regarding this concept will be highlighted in order to improve owner-manager’s understanding of this complex innovation concept.

Literature Review

SMEs and Innovation
Small and medium enterprises (SMEs) have been recognised as the main drivers of economic growth and technological development of most economies (Abdu & Jibir, 2017; Akinwale et al., 2017; Aminu & Shariff, 2015; Aliyu & Abimiku, 2015). Both developed and developing countries have gained great benefits from the growth and performance of SMEs (Daksa et al., 2018; Olughor, 2015). SMEs are also the main employers of labour and thus a vital vehicle for poverty alleviation through creation of employment and are a hub for technological development and entrepreneurial training and have especially been identified as a platform for innovation development (Akinwale et al., 2017; Olughor, 2015; Aliyu & Abimiku, 2015).

One of the important issues in the area of research regarding SMEs are the antecedents that lead to improving their performance. Innovation has been identified as one of such antecedents and a necessary tool for the growth of SMEs (Abdu & Jibir, 2017). Innovation is the main strategy employed by SMEs in order to remain relevant in the market and gain competitive advantage (Aliyu & Abimiku, 2015; Nguyen et al., 2008; Spielkamp & Rammer, 2006). However, innovation has been a complex and dynamic concept to fully understand by researchers, government bodies and most importantly SMEs’ owner-managers (Baregheh et al., 2009; Rogers & Rogers, 1998); this results into overlaps and inconsistencies in various studies of innovation.

Furthermore, innovation is an essential element of a firm’s strategy because it is important in exploring new business opportunities by introducing new or improved products and processes to the market (Bigliardi, 2013). In today’s growing competitive business world, small and medium firms need to engage more in innovative activities as an important means to stimulate their efficiency and sustainability (Bala-Subrahmanya, 2012). If these SMEs are to adapt to continuous changes in their external environment and market situations and also to gain competitive advantage, they must be able to adopt the right strategy when it comes to innovation, most importantly; owner-managers need a better understanding of innovation. The continuous development and growth of the most successful firms are based on continuous involvement in innovation activities (Sun et al., 2009). However, despite the availability of literature on the importance of innovation to SMEs growth and overall national development and studies on innovation orientation, there are still some gaps in the literature. Thus, this study seeks to contribute to breaching this knowledge gap.

Innovation Orientation

The concept of innovation is complex as described in many theories (Fagerberg & Srholec, 2008; Rogers, 2004; Sundbo, 1995; Drucker, 1985; Schumpeter, 1961). Innovation has been defined as the introduction of a new or significantly improved product or process that is new to the market or to the adopting organization. The introduced products have to be different from
existing products and processes as a result of new technology, knowledge or materials (OECD, 2005; Rogers, 1998). The understanding of what is termed as “new” or “significantly improved” has been a point of contention among scholars. More studies need to be done regarding the definition and categorization of innovation creation and innovation adoption (innovation orientation).

Innovation orientation has been defined as the path through which firms follow to introduce new products, processes, and services. Innovation orientation refers to the creation or adoption of a product and process that is new to the adopting firm or market (Yusof et al., 2017). Previous studies on innovation orientation have been varying among scholars (Yusof & Abidin 2011; Damanpour & Wischnevsky, 2006). Past studies have shown innovation creation and adoption as a two-step process—idea generation is the initial step (creativity) while innovation is the implementation stage (adoption) and they have also been studied as the same concept or process (Rietzschel & Zacher, 2015; Anderson et al., 2014; Cheung et al., 2012; Yusof & Abidin 2011; Paulus, 2002). Innovation orientation has also been categorized as radical and incremental innovation (Bhaskaran, 2006).

In contrast, other studies have shown that these two orientations (creation and adoption) are two different concepts (Yusof et al., 2016; Perez-Luno et al., 2011; Naranjo-Valencia et al., 2011; Anderson et al., 2004). Several recent studies have shown that innovation creation and innovation adoption have different characteristics, organizational cultures, drivers and strategies (Kamal et al., 2016; Lai et al., 2016; Yusof et al., 2016; Naranjo-Valencia et al., 2011). Table 1 highlights the previous studies regarding innovation orientation.

<table>
<thead>
<tr>
<th>S/N</th>
<th>Authors</th>
<th>Location</th>
<th>Industry</th>
<th>Level of Analysis</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dansoh et al. (2017)</td>
<td>Ghana</td>
<td>Construction SMEs</td>
<td>Firm Level</td>
<td>Internal Firm Characteristics</td>
</tr>
<tr>
<td>2</td>
<td>Yusof et al. (2017)</td>
<td>Malaysia</td>
<td>Construction SMEs</td>
<td>Individual Level</td>
<td>Entrepreneur’s effort, Risk attitude and R&amp;D spending</td>
</tr>
<tr>
<td>3</td>
<td>Lai et al. (2016)</td>
<td>Malaysia</td>
<td>Construction SMEs</td>
<td>Firm level</td>
<td>Firm Characteristics</td>
</tr>
<tr>
<td>4</td>
<td>Kamal et al. (2016)</td>
<td>Malaysia</td>
<td>Construction SMEs</td>
<td>Firm level</td>
<td>Export orientation, collaboration in R&amp;D, technical support, export supply, R&amp;D incentives and support from mother firm</td>
</tr>
<tr>
<td>5</td>
<td>Hosseini et al. (2014)</td>
<td>Malaysia</td>
<td>Manufacturing SMEs</td>
<td>Multi-Level</td>
<td>Domain expertise and Self efficacy, Team Support and Safety, Organisational Support and flexibility</td>
</tr>
<tr>
<td>6</td>
<td>Magadley and Birdi, (2012)</td>
<td>UK</td>
<td>Multi Industry</td>
<td>Individual, Team and Firm level</td>
<td>Managerial Intrinsic and Extrinsic values</td>
</tr>
<tr>
<td>7</td>
<td>Escriba´ Esteve and Montoro-Sánez, (2012)</td>
<td>Spain</td>
<td>Manufacturing SMEs</td>
<td>Individual level</td>
<td>Organisational Culture</td>
</tr>
<tr>
<td>8</td>
<td>Naranjo-Valencia et al. (2011)</td>
<td>Spain</td>
<td>Manufacturing SMEs</td>
<td>Firm level</td>
<td>Organisational Culture</td>
</tr>
<tr>
<td>9</td>
<td>Abujarad and Yusof, (2010)</td>
<td>Literature</td>
<td>Manufacturing</td>
<td>Matrix</td>
<td>Entrepreneurial Orientation and</td>
</tr>
<tr>
<td>10</td>
<td>Pérez-Luño et al.</td>
<td>Spain</td>
<td>Manufacturing SMEs</td>
<td>Individual level</td>
<td></td>
</tr>
</tbody>
</table>
Most studies shown in Table 1 have explored the concept of innovation orientation at a different level of analysis. For example, at the individual level; in a study of 400 Spanish firms; entrepreneurial orientation that comprises of Proactiveness and risk-taking propensity combined with environmental dynamism was used to distinguish between firms that introduce innovations that are “new to the world” (innovation creation) and “new to the firm” (innovation adoption). It is found out that EO is highly related to “new to the world” innovations (Pérez-Luño, Wiklund and Cabrera, 2010). Also, Escriba-´Esteve and Montoro-Sa´nchez (2012) in their guest editorial paper discussed how managerial antecedents’ influence innovation and creativity. They showed that managerial intrinsic and extrinsic values and managerial idealization and creativity affect employees’ climate to create or adopt innovation. Yusof, Lai and Kamal (2017) in their study on Malaysia’s construction firms identified and classified the characteristics of innovation orientation (creation and adoption) and determined the innovation orientation among these firms. They found out that innovation creation is associated with pioneer’s effort, risk-taking attitude and R&D spending. For innovation adoption, they found out that it involves being a creative imitator and safe player (minimum risk taking) and lastly, the firms were determined to be mainly innovation adoption-oriented.

Consequently, other studies investigated innovation orientation at the firm or organisational level of analysis. For example, Kamal, Yusof and Iranmanesh (2016) investigated the relationship between construction firms` characteristics and their innovation orientation in Malaysia. They found out that firms’ business scale and size significantly determine their innovation orientation. Also, Damanpour and Wischnevsky (2006) in their study on innovation generating and innovation adopting organizations found out that the two concepts are distinctly different from each other. They used organizational characteristics (size and age), innovation characteristics (radicalness and source) and measurement of innovation (magnitude and speed) to distinguish between organizations that generate or adopt innovations. Other studies concentrated on internal factors of firms, cultural and resources dimensions to determine innovation orientation at the organizational level. Dansoh, Oteng and Frimpong (2017) in their study on Ghanaian small construction firms investigates on the internal conditions and resources that influence firms to develop or adopt innovation. They concluded by listing 12 conditions under which small construction firms develop or adopt innovations. Naranjo-Valencia, Jime´nez-Jime´nez and Sanz-Valle (2011) used organizational culture in their study to distinguish between firms that innovate (create) and firms that imitate innovation (adoption). They found out that organizational culture is a determinant of innovation strategy in firms.

There also exist some studies on a multi-level analysis (individual, group and organizational) of innovation orientation. For example, innovation orientation (idea generation and idea implementation) has been investigated by (Magadley and Birdi, 2012). They used mixed-method to examine the relationship between individual, group and organizational level factors.
and idea generation and implementation. They found out that individual-level factors have a more significant influence on idea generation than idea implementation and vice versa for group and organizational level factors. Other studies considered the firm resource influence on innovation orientation. Hosseini and Narayanan (2014) categorized innovation orientation into adopters, adapters and creators and examined the factors that motivate firms to engage in these innovative activities. They found out that for small and medium firms; export orientation, collaboration in R&D, technical support, export supply, R&D incentives and support from mother firm had a significant relationship with innovation creation, adaptation and adoption. Although these studies have contributed immensely to the body of knowledge regarding the understanding of innovation orientation, there are fewer studies that examined the relationship between managerial characteristics and innovation orientation.

**Owner-Manager Characteristics**

SMEs are mostly individually owned and managed, family owned or owned and run by a top management team. Previous studies have explored the characteristics of CEOs, top management and manager’s characteristics that cover their demographic, social, psychological, managerial and leadership characteristics (such as innovativeness, education level, social networks, age, attitude towards risk-taking, innovation awareness and professional experience) and their relationship and effect on innovation and firm performance (Salehi 2018; Wadhwa 2017; Ammari et al., 2016; West and Bogers 2015; Chouaibi 2010). However, these studies have not clearly linked owner-manager characteristics with a particular innovation orientation (adoption or creation) among SMEs. In order to understand the concept of innovation orientation better; there is a need to study its relationship with managerial factors (Kamal, 2016). The inability to understand and study these two orientations as distinct may result in unsuccessful and wrong integration of innovation strategies (Kamal, 2016; Lai, 2016). Thus, this section will highlight the gap in the literature by previous researchers on the relationship between Characteristics of Owner-Managers and innovation orientation. Table 2 summarizes the previous studies on the relationship between managerial characteristics and innovation:

<table>
<thead>
<tr>
<th>S/N</th>
<th>Owner-Manager Characteristics</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age</td>
<td>Laguir &amp; Besten (2016); Rietzchel &amp; Zacher (2015); Boyer &amp; Blazy (2013)</td>
</tr>
<tr>
<td>2</td>
<td>Gender</td>
<td>Laguir &amp; Besten (2016); Ruiz-Jimenez &amp; Fuentes-Fuentes (2015); Boyer &amp; Blazy (2013); Kasseelah (2013)</td>
</tr>
<tr>
<td>3</td>
<td>Level of education</td>
<td>Martinez-Roman &amp; Romero (2016); Quazi &amp; Talukder (2011); Farace &amp; Mazzotta (2015); Kasseelah (2013)</td>
</tr>
<tr>
<td>4</td>
<td>Experience</td>
<td>Martinez-Roman &amp; Romero (2016); Laguir &amp; Besten (2016); Mateu &amp; March-Chorda (2016); Boyer &amp; Blazy (2013)</td>
</tr>
<tr>
<td>5</td>
<td>Risk-taking attitude</td>
<td>Mutterlein &amp; Kunz (2017); Blanchard (2017); Martinez-Roman &amp; Romero (2016); Beyer et al (2012)</td>
</tr>
<tr>
<td>6</td>
<td>Innovativeness</td>
<td>Mutterlein &amp; Kunz (2017); Blachard (2017)</td>
</tr>
<tr>
<td>7</td>
<td>Proactiveness</td>
<td>Mutterlein &amp; Kunz (2017); Blachard (2017)</td>
</tr>
<tr>
<td>8</td>
<td>Awareness of innovation training</td>
<td>Martinez-Roman &amp; Romero (2016)</td>
</tr>
<tr>
<td>9</td>
<td>Training</td>
<td>Antonioli &amp; Torre (2015); Farace &amp; Mazzotta (2015); Martinez-Ros &amp; Orfila-Sintes (2012); Quazi &amp; Talukder (2011)</td>
</tr>
</tbody>
</table>
eISBN: 978-967-16859-3-8
Serri Pacific Hotel, Kuala Lumpur, Malaysia

<table>
<thead>
<tr>
<th></th>
<th>Personal networks</th>
<th>Leadership style</th>
<th>Managerial skills and competency</th>
<th>Attitude towards innovation</th>
</tr>
</thead>
</table>

Table 2 reveals that the personal characteristics of the owner-manager who is in charge of decision making and strategy in the firm are major determinants of the innovative activities the firm undertakes (creation and adoption). The personal background of the owner-manager is what builds up his cognitive behaviour and attitude towards innovation. Previous studies have explored the effect of educational level on the innovative activity of the firm (Ahn et al., 2017; Martinez-Roman & Romero., 2016). It has been shown that the higher the level of education of the manager, the better his cognitive capacity and the ability to explore new opportunities (Farace & Mazzotta, 2015; He, 2014; Kasseeah, 2013) although some studies have conflicting result on the effect of education on innovation (Keizer et al., 2002). Thus, the educational level of the owner-manager is an important determinant of innovation orientation of the firm.

Moreover, owner-managers professional experience (Ahn, 2017; Martinez-Roman & Romero, 2016) and leadership style effect on innovation have been discussed in the literature (Martinez-Roman & Romero, 2016; Ayranci, 2011). It has been shown that these features affect the innovation capability and activities of the firm. Although there are some conflicting findings that might be due to methodology or measurement inconsistencies (Tuan, 2012). In terms of gender, previous studies have explained why there exists a difference between male and female performance in firms. However, the majority of the studies have shown male owned and managed firms to perform better than their female counterparts because women are more conservative and less risk tolerant (Laguir & Besten, 2016; Ruiz-Jimenez & Fuentes-Fuentes, 2015; Ahn et al., 2012). The conflicting findings on the effect of gender on innovation activities and performance mean that there is a significant relationship that need to be tested.

On the other hand, managerial skills, capabilities and competencies to be able to utilize the limited resources of the firm to gain profit and competitive advantage by engaging in innovative activities (Ruiz-Jimenez & Fuentes-Fuentes, 2015). These skills and capabilities might be due to life long experience and technicalities gained by the manager, the skills gained might also be general or specific to an organization (Custodio et al., 2017). With the growing need for special skills in order to gain competitive advantage, managerial skills and capabilities will highly influence the innovation orientation the firm engages in.

Entrepreneurial orientation comprises of 3 dimensions (innovativeness, risk-taking propensity and Proactiveness) have also gained the attention of researchers in studies regarding determinants of innovation activities (Mutterlein & Kunz, 2018; Ahn et al.,2017; Blachard, 2017; Ahn et al., 2012). Innovativeness has to do with the willingness, capability and intention to adopt or create innovation. The risk-taking propensity of the owner-manager is the willingness and boldness to venture into innovative activities with little knowledge of the outcome. Risk-taking has been linked to higher innovative performance (Mutterlein & Kunz (2018). Proactiveness is the ability to act in anticipation of future occurrence of events (Mutterlein & Kunz, 2018; Ahn et al.,2017; Blachard, 2017). This gives the owner-manager
advantage of early gainers over market competitors. Studies on social capital and personal networks have defined as the resources (tangible and intangible) gained by owner-managers due to their personal networks of family, friends, supply chain and market counterparts. Owner-managers’ personal networks are the main sources of knowledge and information that influence the innovation orientation of the firm (Bucktower et al., 2015; Farace & Mazzotta, 2015; Beckett & Chapman, 2014; Fitjar et al., 2013).

Conclusion and Implication

In conclusion, this paper has reported the studies on innovation orientation and has shown the lack of studies on the relationship between owner-managers characteristics and innovation orientation in SMEs. Conceptually, this paper has shown that there might be some level of significance to the relationship between innovation orientation and owner-manager characteristics. This means that for SMEs owner-managers, a better understanding of which innovation orientation to engage that is based on their personal characteristics will enhance the performance and growth of their firms. Thus, this paper proposes that there is a need for empirical research to investigate the extent of the significance of each variable of owner-manager characteristics that can influence the choice of innovation orientation by SMEs.

References


361
THE TRAINING METHODS THAT ENHANCE PROJECT PERFORMANCE

Majid G. Al-Nabae¹, Dania Sammani²

¹Faculty of Science, Technology, Engineering and Mathematics, International University of Malaya – Wales, Kuala Lumpur, Malaysia
²Faculty of Science, Technology, Engineering and Mathematics, International University of Malaya – Wales, Kuala Lumpur, Malaysia
(E-mail: dania01ds@gmail.com)

Abstract:

The failure or success of the projects can be determined by many factors, shortage of skilled project managers and workers have become worldwide issue and a crucial risk that hindering the projects in achieving their objectives and increase the opportunities of project successful. The objective of this paper is to determine the training methods role in project teamwork training to enhance project performance. This paper uses literature survey of the content of the research papers in project management training and training methods, to identify what extent training methods are relevant to project performance. Results of this paper emphases the importance of training strategy to enhance the project performance and reveals that on-the-job training, lectures and case study methods are most commonly used in project management training. This paper contributes to increase awareness of the importance of training methods in project management as a feasible strategy to improve performance of the projects and amply highlights the importance of skills in project management.

Keywords: training, training methods, project management, project performance

Introduction

Projects play a vital role in current enterprises as the project management are so essential in projects implementation and effective learning for the project managers (Ramazani & Jergeas, 2015). As a main participant, the skills and competences of the project manager help the project to succeed (Erbas, 2016). In the opposite side, the poor performance of team members in the project phases has led to project failure (Kum, Cowden, & Karodia, 2014). It is broadly accepted that the performance of the skilled project managers is higher than unskilled ones especially in concluding projects successfully, according to their planned budgets and schedules (Telukunta, Kota, Potti, Shashank, & Reddy, 2014). Progress in projectification creates a rapid increasing demand to improve the skills, such as knowledge, attitudes, and skills, of the project managers (Jalocha, Krane, Ekambaram, & Prawelska-Skrzypek, 2014). Understanding the project managers’ abilities will help organizations to consider training impacts more seriously in the future (Ramazani & Jergeas, 2015).

Training focuses on activity of an organization which aims to develop the performance of staff and teams in organizational setting (Vinesh, 2014). Generally, organizations have increasingly
been applying projects and programs to achieve their planned goals (Bredillet, Tywoniak, & Dwivedula, 2014). Hence, the teamwork skill qualification is executed as a serious restriction to the objective function to the accomplishment of the projects (Zhang, Yu, & Lv, 2017). Therefore training is required to acquire critical work-related knowledge, skills, and techniques (Vinesh, 2014). An experienced project team management is essential and professional training for beginner team members at elementary levels to master basic working qualifications and skills is essential to enhance the enterprise growth and achieve employees’ professional success (Zhang et al., 2017). Nowadays, and due to the complex work environment, a gap emerges between theoretical knowledge which is offered by education providers and the realistic demand to manage projects. Effective project management training emphasizes flexibility structure, and creativity (Ramazani & Jergeas, 2015). Training participants, training providers and managers highly value the execution of new knowledge, attitudes, skills which are developed by training (Erina, Ozolina-Ozola, & Gaile-Sarkane, 2015). Training, in general, includes all activities planned to improve the skills of the team members of a project (PMI, 2017). In training world, two main training methods, through which trainees can be cross trained, are adopted. They are the off-the-job training and on-the-job training (Falola, Osibanjo, Ojo, 2014; S.Vasanthi & Basariya, 2019). The first training method, off-the-job training, takes place out of the workplace, which helps eliminating stress, frustration and bustle of day-to-day job, whereas the second method, on-the-job training, is conducted within the work environment, the trainees perform a job while training and learning (S.Vasanthi & Basariya, 2019).

Research Methodology

This paper reviews the content of the papers in project management training and training methods, to identify what extent project training methods are relevant to project performance. This paper intent is to focus on the academic journals in the project management field, and training methods and the first stage began with data collection through a literature review and focused on discussing the papers outcomes, emphasizing the significance role of training and training methods in the literature.

Literature Review

Training and Project Performance

Training involves different activities created to boost the skills and abilities of the members project team (Project Management Institute, 2017). Organizations usually become more sensitive and conscious because they need to provide some proofs about the positive impact of training on project performance in order to justify the training costs (Kagona, Shukla, & Oduor, 2015). and the project schedule determine when and how to provide training to the members of project team and develop the skills required at different phases (Project Management Institute, 2017).

Soft skills play a central role in determining project performance or the project success and that soft skills required for the success of institutions (Ibrahim, Boerhannoeddin, & Bakare, 2017). The design of training methods can have an significant effect on the trainees’ skills acquisition, the growth of integration of technology in existing systems, in addition to the newer systems is
higher than that of development in training methods (Nazir, Øvergård, & Yang, 2015). Generally, each project executed in organizations needs a team with certain abilities, skills and competences. Therefore, the project manager has to form a team of expert engineers and scientists before carrying out the project for the project success (Zhang et al., 2017).

**Training Methods**

The training methods can be broken down into two types of training which are off-the-Job training and on-the-Job training (S.Vasanthi & Basariya, 2019). On-the-job training contains mentoring, coaching, job instruction technology, understudy method, job rotation, and apprenticeship technique, whereas Off-the-job training is classified into simulation exercises, lectures, case study, business games, audio-visual method, vestibule training, role play, behavioural modelling, discussion method, conference, Seminars, and workshop (Falola et al., 2014; Oseghale, Malik, Nyuur, Pereira, & Ellis, 2018; S.Vasanthi & Basariya, 2019).

**On the job training**

On-the-job training (OJT) can be defined as a method of training that takes place at the workplace to perform a specific job, during the performance of a job and within the work environment (Matsuo, 2014; S.Vasanthi & Basariya, 2019). On-the-job training has a crucial role in improving the skills and competencies of the manpower (Konings & Vanormelingen, 2014) and hence outstanding OJT trainers executes four types of training skills: monitoring their progress, extending the objectives of the trainees’, providing them positive feedback, and encouraging reflection on the outcomes (Matsuo, 2014). On-the-job training can classify into many methods, for example mentoring, coaching, job instruction technology, job rotation, understudy, and apprenticeship (Falola et al., 2014; Oseghale, Malik, Nyuur, Pereira, & Ellis, 2018; S.Vasanthi & Basariya, 2019).

**Coaching**

Coaching is the process of supporting and challenging a team or a person to develop styles of learning, ways of thinking, and ways of being and it play a significant role in facing the obstacles of project management (Thompson & Cox, 2017). It has been identified as an effective training method to the development of project managers (Savelsbergh, Havermans, & Storm, 2016). The organization’s project managers practice different ways and methods of coaching. they utilize coaching as a means to solve daily problems, to develop confidence and solid self-efficacy, and to support the growth of a give culture (Berg & Karlsen, 2016).

**Mentoring**

Mentoring method is a personal interaction and one-to-one communication between the expert employees and the novice employees, it concentrates on the development of personal attitude (S.Vasanthi & Basariya, 2019). Hence, a good mentoring process is a vital to accomplish the projects successfully (Nakanjako et al., 2014). In project management, mentoring is an active method to onboard newcomers and to subdue challenges aroused due to weak system documentation (Fagerholm, Guinea, Münch, & Borenstein, 2014).
Job rotation
This method is a systematic process of shifting staffs from project to project or job to job in the same project, within a firm, as a way to achieve different human resources aims (Santos, Fabio, Teresa, & De, 2017). Job rotation affects positively the employees’ job performances, favorably and significantly in businesses and reduces boredom and exhaustion due to repetition, job simplification, and specialization (Oparanma & Nwaeke, 2015; Santos et al., 2017).

Job Instructional Technique (JIT)
This training method is essential to shift the staff from one department to another in order to comprehend what happens in that selection. The core of this method of training program is to expand their experiences in difference tasks (Abomeh & Peace, 2015). This method is a profitable and valuable means for all participants. It helps us to recognize when the trainee has learned, to deliver step-by-step instruction and to be due diligent in different organizational environments (Indira, 2017).

Apprenticeship
It is a system of training novice staff from beginning to proficiency under the supervision of skilled experts (Downey, Dalidowicz, & Mason, 2015). It is a formalized tool of training program that involve of both formalized on-the-job training method and classroom education under close guidance supervision (Corseuil, Foguel, & Gonzaga, 2019). Apprenticeship training gain access to skills and knowledge that is related to the innovations limit and that eventually enhances innovations (Rupietta & Backes-Gellner, 2018).

Understudy
In this method the superiors train an assistant as his understudy to prepare him for taking the full duties and responsibilities (Raheja, 2015). In this context, The subordinate participates in tackling day-to-day problems therefore he practices and learns through observation and experience (S.Vasanthi & Basariya, 2019).

Off-the-Job Training
Off-the-job (OTJ) are types of training programs organized away from the workplace, however study materials are provided. In this type of training a full focus on knowledge learning rather than skills performing, and there is freedom to discuss and express your views (Raheja, 2015). The off-the-job training methods are: lectures and conferences, games-based training, vestibule training, simulation exercises, sensitivity training (Akter, 2016; Indira, 2017; Raheja, 2015; S.Vasanthi & Basariya, 2019).

Lectures
It is the popular method of training and it is executed for much of project management terms and requirements is delivered through lecture method, regardless of its effectiveness.
(Ramazani & Jergeas, 2015). The trainer of this type of training distributes training material to a group of trainees, by means of verbal instruction (Martin, Kolomitro, & Lam, 2014).

**Simulation Exercises**

Simulation is a tool for learning by experimentation through artificial environments exactly similar to the actual situations. Management games, case study, in-basket training, and role playing are used for imparting training as the main simulation techniques (Jeong & Bozkurt, 2014; Raheja, 2015). The simulation training exercises are valuable training tools, which both project and engineering managers can use and they are used in project management training (Jeong & Bozkurt, 2014). In project management, engineers and pre-service workers play the simulation games to experience engagement and intrinsic motivation, in addition to thinking strategically about the options available, and hence put attention towards all the issues that might go wrong in their work, and there are many types of simulation exercises, such as games-based training, case study, role playing, and in basket training (Misfeldt, 2015).

**Games-Based Training:** The games-based is a competitive training type, which is usually a motivating characteristic for the most of trainees (Martin et al., 2014). The concept of utilizing these games is to provide unskilled project managers with the opportunity to face professional difficulties and challenges, in a fun and motivating style, leading the participants to act and make their own decisions (Eduardo et al., 2015). The application of games-based method will reinforce training in project management by bringing real situations into the learning and training processes (Calderón & Ruiz, 2014; Telukunta et al., 2014).

**Case Study:** This method presents investigative nature and can be defined as immersive exploration method of realities, (Minniti, Melo Jr, Oliveira, & Salles, 2017). It used in project management training to provide descriptive situations to enhance team skills, it occupies a very significant ranks among the other methods (Erbas, 2016).

**Role playing:** In this method every participant performs the role of an affected person by some elements and studies the effects of these elements on human life and/or the impacts of human activities on the reality from the perspective of that affected person (Indira, 2017). The role play method inspires trainees to see the outside world from different perspectives, and guess how they would behave if in a specific role (Thomas et al., 2018).

**In-basket training:** In-baskets training method is high-fidelity simulations executed to expect performance in a various jobs such as managerial occupations, clerical, and law enforcement (Whetzel, Rotenberry, & Mcdaniel, 2014). It provides participants with information and requests, or written text which would be handled by administrator, engineer, manager, or reporting officer (Miri, Mansor, Chasempour, & Anvari, 2014).

**Sensitivity Training:** This method focuses on how to make participants understand themselves and others rationally. It is done by developing social sensitivity and behavioural flexibility in them (Miri et al., 2014). Sensitivity training motivates project managers and employees to be involved in perspective-taking so that it is easier for them to appreciate others points of view to reach a mutual understanding. Sensitivity training also helps employees to appropriate skills for respecting others in workplace (Chaubey & Subramanian, 2014).
Vestibule Training: Vestibule Training is a type of training and is called near-the-job training. In this method, the employees practice their skills with equipment, material, or instrument that they use at their workplace (Abomeh & Peace, 2015). Mostly this training method uses in project to train employees, technical staff, and administrative staff who work with machines and tools (Singh & Jain, 2017).

Discussion and Conclusion

Training method in project management

This paper concluded what are the training methods using in project management training and their effects on project performance. The literature analysis revealed that on-the-job and off-the-job training methods are profitable methods to motivate the employees and then enhance the performance of projects. the training and development methods have been classified into two classes on-the-job which includes mentoring, coaching, job instruction technology, understudy method, job rotation, and apprenticeship technique) and Off-the-job which includes simulation exercises, lectures, case study, business games, audio-visual method, vestibule training, role play, behavioural modelling, discussion method, conference (Falola et al., 2014; 2018; S.Vasanthi & Basariya, 2019). A great deal of learning takes place on the job training and they emphasized the importance of on-the-job training methodology (Kum et al., 2014; Matsuo, 2014; Tamm, 2018).

On-the-job training methods and project performance

Few scholars (Savelsbergh et al., 2016; Thompson & Cox, 2017) come to conclusion that coaching method is treated as an appropriate method for skills development of project managers. Other scholars (Brien & Hambden, 2014; Fagerholm et al., 2014) stated that mentoring is an appropriate method to train junior staff and to face challenges resulting from weak system documentation in project management. Moreover, mentoring and coaching methods can be effective tools to develop leadership in project management according to (Smits, Bowden, Falconer, & Strasser, 2014). A group of scholars (Oparanma & Nwaekwe, 2015; Rodriguez & Walters, 2017; Santos et al., 2017) presented job rotation method as a good method uses in project management training that allows project manager to shift one expert staff from the source project to another project (the target project) within the firm to enhance the performance. In addition, Indira (2017) discussed Job Instructional method and described it as a valuable tool for all trainees, it helps trainers to provide gradual and step-by-step instructions, to realize when the trainee has learned and to be due diligent in different work environments. Few scholars (Raheja, 2015; Rupietta & Backes-Gellner, 2018; Vaughan, 2017) suggest that apprenticeship technique is a method of training that a new generation of practitioners of a skill will be able to complete projects on time and it is in vogue method today in business, technical jobs, and crafts. In addition, the understudy assignments perform to the technical skills learning and Interpersonal. However, skills such as problem-solving strategies are acquired more effectively through training that occurs off the job (Rui, Ismail, & Hussaini, 2015).
Off-the-job methods and project performance

The second class of training methods is off-the-job which conducted in separate from the job environment, in this section some scholars (Martin et al., 2014; Ramazani & Jergeas, 2015) investigated the role of lecture as a popular method widely used in project management training mainly for its characteristics it can perform for a wide number of audience, its designing takes lower time. Other scholars (Calderón & Ruiz, 2014; Eduardo et al., 2015; Jeong & Bozkurt, 2014; Lui, Leung, Ng, & Lee, 2015; Misfeldt, 2015; Telukunta et al., 2014) focused on Games-Based Training as an ideal training tool, which project managers can use and it is useful for project management training. Damnjanovic, Asce, Rispoli and Asce (2014) emphasize that the case study method creates a simulated environment to think analytically and to understand engineering decision-making process. moreover, sensitivity training and vestibule training are off-the-job training techniques which are to train the project team who deal with machines and tools and respecting others in workplace (Chaubey & Subramanian, 2014; Singh & Jain, 2017).

Conclusion

This paper focusses on the training methods. And the authors used two criteria to compare and analyze and these training methods, the usage of these methods in project management training and their impacts on project performance. Form this paper, we concluded that the is a positive relationship between training methods and project performance and project managers need a continuous training for improving competencies and skills and updating information and knowledge. Also, the result of the study reveals that on-the-job training methods are common methods in training and they are highly used in project management training because they are simple, economical, effective and their positive impact on projects performance. In addition, Lecture method as traditional method is still used in project management training to give skills, knowledge, basic concepts and ideas and simulation is a tool for learning by experimentation can improve trainees’ skills and allow them to learn from error.

References


Akter, N. (2016). Employee Training and Employee Development Is the Predictors of Employee Performance ; A Study on Garments Manufacturing Sector In Bangladesh , 18(11), 48–57. https://doi.org/10.9790/487X-1811014857


AGD SYSTEM – INOVASI PENGESAN KEBOCORAN GAS MELALUI SENSOR MQ-2

Aishah Mahat¹*, Siti Nurul Izah Musa², Muhammad Alif Syafiq Md Takiyuddin³, Muhammad Arif Akmal Mohd Alias⁴, Muhamad Haikal Shoib⁵

¹ Fakulti Sains Komputer & Matematik, Universiti Teknologi Mara Cawangan Johor Kampus Pasir Gudang, Johor, Malaysia
² Akademi Pengajian Islam Kontemporari, Universiti Teknologi Mara Cawangan Johor Kampus Pasir Gudang, Johor, Malaysia
³ Fakulti Kejuruteraan Awam, Universiti Teknologi Mara Cawangan Johor Kampus Pasir Gudang, Johor, Malaysia
⁴ Fakulti Kejuruteraan Mekanikal, Universiti Teknologi Mara Cawangan Johor Kampus Pasir Gudang, Johor, Malaysia
⁵ Fakulti Kejuruteraan Awam, Universiti Teknologi Mara Cawangan Johor Kampus Pasir Gudang, Johor, Malaysia

*Pengarang Koresponden: aishamahat@gmail.com


Kata kunci: kebocoran gas, AGD System, gas petroleum ceair
Abstract: As we have seen through newspapers and electronic media, frequent cases of accidents happened due to explosion of liquefied petroleum gas or (LP gas). We have to face many losses lead by the accident, from material damage which can hurt and caused death. Therefore, a system in addressing this gas leakage problem has been created to ensure the safety of the community as well as the environment. An innovative idea known as the Automatic Gas Detection Equipment System or AGD System has been specially designed to address gas leakage problems in an early stage. The AGD System works by performing sound signals and transmitting red lights as a warning of gas leakage in a building space. AGD System is a system which function in detecting gas leakage in a space at the early stage of fire. It is located near gas cylinders or any gas storage area so that gas leakage can be detected early. In addition, it is very easy to install and does not require high voltage usage to operate. Nowadays many buildings are less emphasized on security aspects which leads to lose of lives. With the AGD System in place, it can help to detect gas leakage at the early stage for space inside the building. The main target users of this system are those staying in residential areas, restaurants, experimental laboratories and industrial plants. This is because the scope of this system application can be modified according to the required criteria especially if the use of the system is placed in experimental laboratories and industrial plants. The AGD System is to be commercialized as it can benefitted and give positive impact in term of community usage as a whole.

Keywords: gas leakage, AGD System, liquefied petroleum gas

1. Pengenalan

Gas merupakan salah satu sumber tenaga yang penting kepada manusia dalam melaksanakan tugas harian seperti di rumah, perindustrian, pendidikan dan perhotelan. Kebiasaan gas yang digunakan adalah gas LPG (Liquefied Petroleum Gas) kerana hargaanya berpatutan dan cara penyelenggaraannya lebih mudah. Namun demikian, gas LPG ini turut memberi kesan negatif terhadap kesihatan manusia, alam sekitar sehingga membawa kepada kemusnahan harta benda. Gas LPG juga boleh menyebabkan kerugian yang besar sekiranya ia tidak dikendalikan dengan berhati-hati terutama apabila berlaku kebocoran gas. Kebocoran gas berlaku disebabkan gas LPG yang bersifat mudah terbakar jika digabungkan bersama udara dengan kepekatan antara 2% sehingga 10% [1]. Ini disebabkan kandungan gas sangat tinggi dan padat melepasi had yang ditetapkan iaitu had bahan letupan rendah akan meletup dengan mudah. Gas yang mengalami kebocoran akan menjadi lebih berat dan tidak akan mudah keluar dari kawasan yang tertutup menyebabkan ia akan terkumpul dan tersebar ke seluruh ruang dalam sesebuah bangunan [2]. Oleh yang demikian, langkah yang proaktif perlu diambil bagi menangani kejadian kebocoran gas pada peringkat awal.

Banyak kajian telah dijalankan untuk membuktikan tentang cara memantau dan mencegah kejadian kebocoran gas melalui alat pengesan kebocoran gas [3,4]. Dua kajian yang berasingan ini telah menunjukkan bahawa sistem pengesan kebocoran gas ini dapat berfungsi dengan baik sekiranya berlaku kebocoran gas pada peringkat awal di samping memudahkan pengguna mengetahui berlaku kebocoran pada gas LPG.

2. Komponen dan kaedah
2.1 Komponen Utama AGD System
AGD System terdiri daripada enam komponen utama iaitu Arduino UNO, sensor gas MQ-2, penggera, diod pemancar cahaya, geganti dan kipas.

a. Arduino UNO
Arduino UNO merupakan papan mikrokontroler sumber terbuka dan dibangunkan oleh Arduino Creative Commons Licensed. Papan cip ini dilengkapi dengan set pin input dan output digital dan analog yang boleh dihubungkan dengan pelbagai papan cip dan lain-lain. Papan ini mempunyai 14 pin digital, 6 pin analog dan boleh diprogramkan dengan menggunakan perisian sumber terbuka iaitu Arduino IDE melalui kabel USB jenis B. Ia boleh menampung kuasa melalui kabel USB atau bateri berkuasa 9 voltan secara luaran, namun ia mampu menerima voltan berkuasa antara tujuh hingga 20 voltan. Fungsi Arduino dalam sistem ini adalah ia dapat menerima isyarat dari sensor gas yang digunakan lalu menghantar maklumat kepada penggera dan diod pemancar cahaya (LED).

Rajah 1: Arduino UNO

b. Sensor Gas MQ-2
pada peringkat awal dan penggera akan dibunyikan bagi memberitahu pengguna terhadap kejadian yang berlaku.

Rajah 2: Sensor gas MQ-2

c. Diod Pemancar Cahaya (LED)
Diod pemancar cahaya atau lebih dikenali sebagai lampu LED adalah komponen elektrik yang memancarkan cahaya monokromatik. Lampu LED mempunyai jangka hayat dan kecekapan elektrik yang lebih besar daripada lampu pijar dan jauh lebih cekap daripada lampu kalimantang. Lampu LED ini mampu menghasilkan kecerahan yang penuh tanpa memerlukan bantuan masa pemanasan. LED berfungsi bagi menarik perhatian pengguna setelah penggera dibunyikan iaitu daripada LED hijau yang memberi isyarat selamat kepada LED merah sebagai tanda berlaku kebocoran gas.

Rajah 3: Diod pemancar cahaya
d. Penggera
Penggera adalah sejenis peranti sebutan yang boleh menukar isyarat kepada isyarat bunyi. Ia digunakan secara meluas dalam pelbagai produk seperti alat permainan elektronik, perkakas rumah, penggera peribadi, sistem penggera bank dan juga sebagai keselamatan di tempat awam. Penggera digunakan secara meluas dalam bidang elektronik dalam penghasilan produk yang lebih komersial. Fungsi penggera dalam AGD System ini sebagai isyarat bagi mengeluarkan bunyi mengikut rentak berdasarkan kod yang telah diprogramkan pada papan Arduino.
e. Geganti (Relay)


f. Kipas DC

Kipas DC ini akan dihidupkan secara aktif apabila menerima isyarat daripada papan arduino. Ini akan berlaku sekiranya bacaan gas yang terkumpul adalah melebihi had yang ditetapkan. Melalui konsep AGD System, kipas DC ini berfungsi sebagai penarik gas agar dapat dilepaskan keluar daripada kawasan gas yang terkumpul sehingga menyebabkan penggera berhenti mengeluarkan bunyi dan seterusnya cahaya lampu LED bertukar daripada warna merah kepada warna hijau. Kipas DC ini hanya menggunakan kuasa sebanyak lima voltan dan secara tidak langsung dapat menjimatkan tenaga yang dikeluarkan dari sumber tenaga.
2.2 Kaedah Penyediaan Sampel
a. Penyambungan Wayar Menggunakan Pateri
Kaedah ini digunakan bagi menyambung wayar ke papan litar. Seterusnya, ia dilaksanakan dengan mencairkan timah supaya wayar dapat disambung dengan lebih kemas dan tahan. Kaedah ini dipilih bagi memastikan jangka hayat produk akan lebih bertambah di samping dapat meningkatkan kualiti pemasaran.

b. Kaedah Pasang Siap (Tidak Memerlukan Sambungan Yang Kompleks)
Komponen-komponen yang sedia ada hanya memerlukan kaedah pasang siap di mana wayar boleh disambung dengan menggunakan soket. Dengan cara ini, ia boleh memudahkan penggantian komponen jika terdapat sebarang kerosakan. Oleh itu, ia dapat meningkatkan fleksibiliti produk untuk diaplikasikan ke semua sektor seperti di makmal ujikaji dan kilang perindustrian.

3.0 Hasil Dan Pengujian
Terdapat beberapa proses yang dijalankan dalam mengesan kebocoran gas. Proses pertama adalah pembuatan carta alir dan seterusnya memuat turun perisian sumber terbuka iaitu Arduino IDE. Pada peringkat pertama pengujian dilakukan, sistem akan melakukan proses untuk mendapatkan input serta output dengan dibantu oleh komponen-komponen yang sedia ada seperti sensor gas MQ-2, penggera, diod pemancar cahaya, kipas DC dan geganti. Apabila semua komponen telah disambung dengan baik dan pengaturcaraan program telah dibangunkan dalam sistem arduino, pengujian ini terus dilakukan dengan menggunakan prototaip. Pada peringkat awal, gas dihidupkan dahulu bagi mengaktifkan sensor gas MQ-2 untuk mengesan kebocoran gas. Seterusnya, sistem bermula dengan menghubungkan semua komponen kepada sumber kuasa menggunakan adapter yang berkusa 5 voltan. Bagi memastikan sistem ini dapat berfungsi dengan baik, ia dimulakan dengan menyala lampu diod pemancar cahaya yang

3.1 Pengujian Sensor
Setelah melakukan pengujian terhadap sensor gas MQ-2 di dalam keadaan persekitaran yang mengalami kebocoran gas, maka hasil pengukuran diperoleh seperti yang ditunjukkan dalam Jadual 1.
Daripada Jadual 1 menunjukkan jurang bacaan data yang menunjukkan kehadiran gas yang dikeluarkan oleh kod melalui papan Arduino. Bacaan data bernilai sifar menunjukkan bahawa tiada gas yang hadir di kawasan tersebut manakala bacaan data yang diperoleh dalam jurang 30-1022 menunjukkan bahawa terdapat gas yang hadir di kawasan tersebut.

Semasa komponen disambung dan sensor gas MQ-2 diaktifkan, komputer akan memaparkan penghasilan pengaturcaraan program dari aplikasi Arduino IDE bagi memantau keadaan kebocoran gas seperti yang ditunjukkan pada Rajah 9.

**Rajah 9: Hasil pengaturcaraan program dari aplikasi Arduino IDE**

4. Perbincangan dan Kesimpulan


Rujukan

CABARAN DAN LIMITASI PENDIDIKAN UNTUK KANAK-KANAK TANPA WARGANEGARA DI PULAU MABUL, SEMPORNA, SABAH

(Education Challenges and Limitation for Stateless Children in Mabul Island, Semporna, Sabah)

Nadzira Miskiman1*, Khalim Zainal2

1 Fakulti Pendidikan, Universiti Kebangsaan Malaysia, Bangi, Malaysia
2 Pusat Citra Universiti, Universiti Kebangsaan Malaysia, Bangi, Malaysia

*Pengarang Koresponden: nadziramiskiman@gmail.com


Kata kunci: Pendidikan kanak-kanak tanpa warganegara, diskriminasi sosial, limitasi pendidikan

Abstract: Education rights are a right for all as mention by World Bank. Education is important needs to be socializing with community, economy and their own identity. However, there are still group of community still facing with education challenge and limitation. There are 30 respondance was selected for this research which included stateless children, teachers and parents from Mabul Island Semporna, Sabah. This is qualitative research with ethnography
design. Researcher was spent six month in this location for this research field. Observation and focus group interview was use as data collection method and Nvivo 10 software are used for data analization. Research finding shows there are three factors of education challages and limitation for stateless children. In the other hand, there are two main effect for this minority which is social and crime problem and also social discrimination.

**Keywords:** stateless education, social discrimination, limitation of education

1. Pengenalan


2. Ulasan Kajian Lepas

**Kanak-kanak tanpa warganegara**

Menurut Konvensyen 1954, seseorang yang didefinisikan sebagai tanpa warganegara adalah seseorang yang tidak mempunyai ikatan undang-undang dengan mana-mana negeri, seseorang yang mempunyai tuntutan yang sah untuk kewarganegaraan tetapi tidak mempunyai bukti seperti dokumen dan juga keengganan kerajaan untuk memberikan kewarganegaraan. Kanak-kanak yang tidak didaftarkan dan direkodkan kelahiran juga merupakan salah satu golongan yang tanpa warganegara. (Jessica et al, 2014)

Di Malaysia, terdapat empat kumpulan utama yang dianggap tanpa warganegara atau berisiko tanpa warganegara: pelarian Rohingya dari Burma, keturunan India yang dilahirkan di Malaysia, kaum yang berpindah dari satu tempat ke satu tempat seperti Bajau Laut dan kanak-kanak pelarian dan pendatang di Sabah (Catherine, 2014).

anak-anak ini dilahirkan, anak-anak ini tidak boleh mendaftar kerana ibubapa tidak mempunyai dokumen pengenalan diri. (Mazura & Nor Hafizah, 2018).

Satu kajian yang dijalankan oleh Catherine pada tahun 2012, kurangnya pengetahuan mengenai proses mendaftarkan kelahiran dikalangan pelarian dan pendatang di Sabah menyebabkan ramai anak-anak mereka yang lahir di negeri ini tidak mempunyai sijil kelahiran dan sekaligus menyebabkan mereka berstatus sebagai tanpa warganegara. Selain itu juga, kos melahirkan anak di hospital yang tinggi menyebabkan mereka memilih untuk tidak melahirkan anak-anak di hospital dan menyukarkan mereka untuk mendapatkan sijil kelahiran bagi anak-anak mereka.

Mengikut data yang dikeluarkan UNHCR sehingga 2016, 50% kanak-kanak pelarian dan tanpa warganegara tercicir dari mendapatkan pendidikan di sekolah rendah dan 75% kanak-kanak pelarian dan tanpa warganegara tercicir dari mendapatkan pendidikan menengah di sekolah. Ketergantungan pembelajaran sewaktu tempoh pelarian yang lama dan tinggal di negara yang maju menjadi punca kanak-kanak ini tercicir dari sekolah (Malala, 2016).

Hak pendidikan kanak-kanak tanpa warganegara dan undang-undang


Menurut Catherine (2014), tidak mempunyai sijil kelahiran dan dokumen yang lengkap menyebabkan kanak-kanak di Sabah tidak dapat mendaftarkan diri sebagai murid di sekolah kerajaan. Namun, tambah Catherine lagi walaupun kanak-kanak ini mempunyai dokumen yang lengkap, tapi disebabkan status mereka bukan warganegara, mereka tidak dibenarkan untuk menghadiri sekolah kerajaan seperti kanak-kanak warganegara yang lain.
Kesan tiada pendidikan dikalangan kanak-kanak tanpa warganegara


Cabaran pendidikan untuk kanak-kanak tanpa warganegara


Kajian yang dijalankan oleh Marta & Amy pada tahun 2017 ada mencadangkan penyediaan dan pembinaan satu sistem pendidikan yang bersesuaian dan relevan serta satu proses yang adil kepada kanak-kanak pelarian dan pendatang dapat menjamin kesaksamaan pendidikan terutama untuk kanak-kanak pelarian dan pendatang. Ini termasuklah menyediakan akses ke sekolah, menyediakan sekolah sementara dan juga latihan guru.

Perancangan untuk pendidikan kanak-kanak pelarian dan pendatang merupakan satu cabaran yang besar buat guru-guru yang mengajar golongan ini. Antara cabaran utama adalah perbezaan bahasa yang digunakan antara guru dan kanak-kanak. Antara cabaran utama yang

Menurut (Nongoyao, 2012) menghantar kanak-kanak tanpa warganegara ke sekolah kerajaan dilihat bukan satu keputusan yang baik. Ini kerana, terdapat pelbagai masalah yang akan dihadapi samada dari kanak-kanak itu sendiri mahupun pihak sekolah. Ini termasuklah dari segi diskriminasi di antara kanak-kanak warganegara dengan kanak-kanak tanpa warganegara. Sebaliknya, menyediakan lebih banyak pusat pembelajaran khas untuk kanak-kanak tanpa warganegara dengan kurikulum yang selari dengan kurikulum di sekolah kerajaan mampu membantu kehadiran lebih ramai kanak-kanak tanpa warganegara untuk mendapatkan pendidikan.

3. Perbincangan dan Kesimpulan

Pendidikan merupakan satu keperluan hidup bagi setiap manusia. Melalui pendidikan, seseorang itu dapat mempelajari peradaban hidup, ilmu untuk kegunaan harian dan juga dapat mengubah ekonomi diri sendiri dan juga keluarga. Namun begitu, masih terdapat golongan minoriti di negara ini yang tidak berpeluang mendapatkan pendidikan. Walaupun ia dianggap golongan minority, namun janganlah dipandang enteng kerana boleh jadi, golongan minoriti ini nanti mampu memberi impak dan kesan yang tinggi dari segi sosial mahupun ekonomi negara.

**Perubahan Dasar Pendidikan untuk Kanak-kanak Tanpa Warganegara**

Pihak Kementerian Pelajaran Malaysia dilihat sering kali mengubah samada dasar mahupun pelan pendidikan di negara ini. Perubahan ini termasuklah mengenai kebenaran dan larangan untuk kanak-kanak bukan warganegara bersekolah di sekolah kerajaan.

Perubahan yang dilakukan ini menyukarkan kanak-kanak tanpa warganegara untuk bersekolah di sekolah kerajaan. Ini kerana mereka tidak dan pasti dan samar dengan penguatkuasaan kebenaran dan larangan yang sering kali berubah-ubah. Peraturan yang tidak jelas dan samar ini juga menyulitkan keadaan kepada murid, ibubapa dan juga pihak sekolah.

Kesan daripada perubahan dan kesamaran undang-undang dari kementerian ini menyebabkan ramai kanak-kanak tanpa warganegara tidak dapat bersekolah di sekolah kerajaan. Bagi murid yang pernah bersekolah di sekolah kerajaan dan diminta surat berhenti, dan kemudiannya dibenarkan memohon semula untuk kemasukan ke sekolah kerajaan selepas bertahun diarahkan berhenti menyebabkan pelajar tidak mempunyai minat dan merendah diri. Hal ini disebabkan pelajar merasa beliau sudah ketinggalan pelajaran berbanding rakan sebaya yang lain. Ini kerana sistem pendidikan di negara ini kereroskan kenaikan tahun mengikut umur. Bagi pelajar yang sudah ketinggalan pelajaran di umur diberhentikan, adalah menjadi satu cabaran untuk beliau mengejar rakan sebaya dalam pelajaran yang ditinggalkan beberapa tahun dahulu.

Kelemahan dalam urus tadbir diperikat Pejabat Pendidikan Daerah juga menjadi faktor kanak-kanak tanpa warganegara sukar mendapatkan tempat untuk bersekolah di sekolah kerajaan. Mengikut data temubual yang diperoleh pengkaji dalam kajian ini, penyerahan borang permohonan murid tanpa warganegara untuk kemasukan kesekolah kerajaan seringkali
dipandang sepi dan tidak dipedulikan. Ini dibuktikan apabila terdapat borang permohonan yang sudah diserahkan selama lebih dari dua tahun dan masih belum menerima jawapan mahupun maklum balas dari pihak pejabat pendidikan.

**Kemudahan dan Kelengkap Sekolah**


Sekolah-sekolah alternatif yang disediakan untuk kanak-kanak tanpa warganegara dilihat mempunyai kekurangan dari segi bangunan atau tempat sekolah itu sendiri. Alatan yang digunakan untuk sekolah dilihat tidak bersesuaian dengan tujuan sekolah. Sekolah bertujuan untuk menyampaikan pembelajaran kepada murid dalam keadaan yang selesa dan bersistematik. Namun berbeza dengan keadaan sekolah yang disediakan untuk kanak-kanak tanpa warganegara. Hal ini menyebabkan kesukaran untuk guru menyampaikan pembelajaran dan murid menerima apa yang diajar oleh guru.

Kemudahan sekolah yang tidak lengkap dan tidak selesa juga menjadi faktor kepada kesukaran sesi pembelajaran dilakukan. Sekolah yang disediakan tiada kipas dan panas serta keadaan lampu yang tidak terang boleh mengganggu focus pembelajaran murid dan peyampaian guru itu sendiri. Apabila fokus samada pemberian dan penerimaan ilmu itu terjadi, tujuan utama pembelajaran gagal dicapai. Keadaan kelas yang sempit dan bersesak juga menyelewakan pelajar tidak selesa dan terganggu. Ini turut mengundang gangguan dari rakan sekelas dan juga gangguan luar.

Kualiti pendidikan juga haruslah dipandang berat dan diambil perhatian. Dalam pelan pendidikan negara ada menyatakan mahu menyediakan satu pendidikan yang berkualiti di negara ini. Pendidikan dan sekolah untuk kanak-kanak bukan warganegara juga memerlukan satu pendidikan yang berkualiti. Latihan guru mahir diperlukan bagi menyalurkan pendidikan yang berkualiti kepada kanak-kanak tanpa warganegara. Sistem kurikulum yang bersususian juga diperlukan untuk sekolah dan kanak-kanak tanpa warganegara bagi menjamin kualiti pendidikan itu sendiri.

**Penerimaan Sosial**

Dalam konteks hidup masyarakat yang berbilang bangsa dan budaya, penerimaan sosial oleh masyarakat terhadap seorang individu mahupun kelompok masyarakat dilihat amat penting dalam membina hubungan yang baik dan jati diri yang tinggi. Disamping itu juga, penerimaan oleh masyarakat sekeliling juga dilihat penting bagi membina keyakinan diri individu.

Namun, berdasarkan dapatan kajian yang diperoleh, kanak-kanak tanpa warganegara dilihat sering dipandang rendah dan dipulaukan oleh masyarakat. Hal ini menyebabkan minat untuk mendapatkan pendidikan di sekolah dalam kalangan kanak-kanak tanpa warganegara semakin nipis dan hilang. Kanak-kanak tanpa warganegara merasa tersisih untuk ke sekolah kerajaan
kerana dianggap sebagai pendatang yang negatif dan tidak baik kepada masyarakat dan rakan sebaya. Kanak-kanak tanpa warganegara ini juga dilihat trauma disebabkan pengalaman lalu yang meraka lahir semasa bersekolah di sekolah kerajaan dan seterusnya dijadikan panduan untuk kanak-kanak tanpa warganegara yang lain untuk tidak memohon kemasukan ke sekolah kerajaan.

**Masalah Sosial dan Jenayah**

Masalah sosial dalam kalangan remaja sudah menjadi satu kebiasaan dan masalah yang besar kepada negara. Masalah sosial dalam kalangan kanak-kanak dan orang tanpa warganegara juga dilihat semakin meningkat. Kesan dari mempunyai masa yang banyak tanpa melakukan apa-apa aktiviti yang sihat mahupun bersekolah menyebabkan kanak-kanak dan remaja tanpa warganegara ini terlibat dalam masalah-masalah sosial dan jenayah seperti melepak, perjudian, menghisap dadah dan menghidu gam, merokok dan juga mencuri.


Terdapat sebilangan kecil kanak-kanak tanpa warganegara yang tidak bersekolah terlibat dengan jenayah kecil seperti mencuri. Mereka mensasarkan kedai-kedai runcit kecil dan rumah-rumah pelancongan untuk mencuri samada duit hasil jualan mahupun perniagaan. Jika dibiarkan boleh memandu mereka kearah jenayah yang lebih berat lagi seperti merompak.

Kanak-kanak yang masih mentah, dalam sekitar usia tujuh ke lima belas tahun sudah pandai menghisap rokok dan gam. Apa yang lebih memeranjatkan lagi, mereka seperti terbuka dan tidak malu untuk melakukan ini di kawasan terbuka dan khalayak ramai. Bagi remaja yang menginjak dewasa, ada yang sudah terjebak dengan najis dadah seperti menghisap syabu.

**Diskriminasi Sosial**

Tanpa peniddikan, kanak-kanak tanpa warganegara sering kali dipandang rendah dan direndahkan oleh sesetengah pihak. Ini kerana pihak-pihak tidak bertanggungjawab ini merasakan kanak-kanak tanpa warganegara ini mudah ditipu kerana tidak berpenidikan.

Pulau Mabul, Semporna Sabah merupakan salah satu pulau pelancongan yang sering menjadi tumpuan dan kunjungan pelancong dari luar dan dalam negara. Di pulau ini, terdapat banyak rumah tumpangan dan pusat peranginan yang disediakan untuk memudahkan pelancong berkunjung dan melancong di sini. Ini menjadi faktor ramai pelancong yang akan berkunjung ke pulau ini saban hari. Dengan jumlah pelancong yang ramai di pulau ini, menyebabkan permintaan pekerjaan di rumah peranginan dan pusat penginapan meningkat. Terdapat ramai orang tanpa warganegara yang bekerja di sini termasuk kanak-kanak. Apa yang menjadi pemerhatian adalah kadar upah yang diterima oleh orang dan kanak-kanak tanpa warganegara di sini tidak setimpal dengan pekerjaan yang mereka lakukan. Ini kerana, pihak-pihak yang
memberikan pekerjaan kepada mereka menyatakan bahawa mereka tidak mempunyai dokumen pengenalan dan pekerjaan yang sah.


Cabaran-cabaran yang dihadapi oleh kanak-kanak tanpa warganegara ini adalah bukan sesuatu yang boleh dipandang sepi oleh pihak berkaitan kerana ia memberi kesan yang buruk kepada kanak-kanak itu sendiri dan juga negara samada dari segi sosial, ekonomi mahupun agama.

Kesimpulan
Secara keseluruhannya, pendidikan merupakan hak semua kanak-kanak tanpa mengira latar belakang dan warganegara. Melalui pendidikan, kanak-kanak ini dapat meningkatkan keyakinan diri dan ekonomi diri dan keluarga, menjauhkan diri dari terjebak dengan masalah-masalah sosial yang mengundang kepada berlakunya jenis perbuatan buruk, membuka peluang untuk equaliti dalam masyarakat sekeliling dan juga memberikan sumbangan yang baik kepada negara.

Justeru itu, cabaran dan limitasi yang dihadapi oleh kanak-kanak tanpa warganegara mampu diselesaikan oleh pihak berkaitan dan bertanggungjawab. Dengan penyelesaian kepada permasalahan itu, kanak-kanak tanpa warganegara tidak akan terlibat dengan keadaan yang menyebab berlakunya perkara negatif kepada mereka dan negara.

Rujukan


ISU-ISU SEMASA DALAM PENTADBIRAN TANAH DI MALAYSIA DAN PENYELESAIANNYA

Norazmawati Md.Sani ¹*

¹ Pusat Pengajian Perumahan, Bangunan dan Perancangan, Universiti Sains Malaysia, Pulau Pinang, Malaysia

*Pengarang Koresponden: norazmawati@usm.my

Abstrak: Pentadbiran tanah yang baik mencerminkan carakerja dan kesepakatan banyak pihak dalam mengendalikan aspek pentadbiran tanah yang bermula dari sekecil-kecil peranan sehingga kepada peranan pihak berkuasa tertinggi dalam sesebuah organisasi pentadbiran. Keselarasan ini tentunya melibatkan banyak isu yang timbul dalam proses pengurusan pentadbiran tanah khususnya di Malaysia. Antaranya ialah isu mengenai pengambilan tanah, isu pembangunan tanah wakaf, isu fraud dan pemalsuan dalam urusniaga tanah, isu mengenai sebidang tanah yang dimiliki oleh ramai pemilik dan pelbagai lagi isu yang timbul dalam pentadbiran tanah di Malaysia. Penulisan ini akan menurus kepada isu-isu semasa dalam pentadbiran tanah di Malaysia dan cara penyelesaiannya akan diterangkan bersama.

Kata kunci: Isu-isu semasa, Pentadbiran tanah, Pembangunan tanah

Abstract: Good land administration shows that well coordinated task that involved many parties in handling land administration activities which starting from general administrative personnel to the highest authorities in respective organizations. This alignment will certainly involve many issues that arise in the process of developing the endowment land, particularly in Malaysia. The issues are land acquisition, wakaf land development issues, fraud issues and counterfeiting in land transactions, issues on land parcels owned by many owners and many more issues arising in the land administration in Malaysia. This writing will lead to current issues in developing the endowment land in Malaysia and the possible solutions will be explained together.

Keywords: Current issues, Land administration, Land development

1. Pengenalan

Terdapat banyak isu semasa yang ada dalam pentadbiran sesebuah tanah di Malaysia. Antaranya ialah isu mengenai pengambilan tanah, isu pembangunan tanah wakaf, isu fraud dan pemalsuan dalam urusniaga tanah, isu mengenai sebidang tanah yang dimiliki oleh ramai pemilik, isu hakmilik tanah yang tidak boleh disangkal, isu pembahagian tanah pusaka orang islam, isu tanah adat untuk orang asli, isu pencerobohan tanah kerajaan, isu penipuan dalam urusniaga tanah, isu pertindihan dua sempadan lot tanah, isu tanah terbiar yang tidak dibangunkan, isu tukar syarat tanah, isu pecah bahagian dan pecah sempadan tanah, isu
penyatuan tanah, isu tanah rezab melayu, isu undang-undang tanah yang sukar difahami orang awam, isu pengiktirafan hak ke atas tanah, isu sistem pewarisan tanah felda, isu pendudukan haram atas tanah kerajaan dan tanah persendirian, isu pindahmilik lessen pendudukan sementara, isu pemilikan tanah kosong dan pelbagai lagi isu yang timbul dalam pentadbiran tanah di Malaysia. Penulisan ini akan membincangkan hanya tiga (3) isu-isu semasa dalam pentadbiran tanah di Malaysia iaitu isu fraud dan pemalsuan dalam urusniaga tanah, isu tanah adat untuk orang asli dan isu tanah berkongsi geran.

2. Ulasan Kajian Lepas

Isu Fraud dan Pemalsuan Dalam Urusniaga Tanah

Seksi 340(2)(a) Kanun Tanah Negara (1965) memperuntukkan bahawa sekitanya hakmilik atau kepentingan diperoleh secara fraud dan penipuan atau secara salah nyata, hal ini membolehkan hakmilik atau kepentingan ini disangkal. Maksudnya ialah mana-mana orang atau badan yang telah mendaftarkan hak milik atau kepentingan ini, yang memperolehnya melalui cara fraud dan penipuan, maka pemilik asal harta ini berhak mengenepikan hak milik atau kepentingan tersebut. Pemilik asal perlu membuktikan bahawa fraud dan penipuan itu telah dilakukan oleh pihak yang namanya telah didaftarkan sebagai pemilik baru. Oleh hal demikian, hak milik bagi pemilik baru ini boleh disangkal oleh pemilik asal harta tanah berkenaan (Salleh, 1993).


Dalam kes lain yang telah diputuskan oleh Mahkamah Persekutuan dalam Kes Tai Lee Finance Co Sdn Bhd v Official Assignee & Ors [1983] 1 MLJ 81, iaitu sebuah syarikat pemaju perumahan telah menjual beberapa lot tanah dalam projeknya kepada beberapa orang pembeli. Keseluruhan tanah itu kemudiannya telah digadaikan oleh pemaju berkenaan kepada sebuah syarikat kewangan yang merupakan pemegang gadaian sebagai sekuriti pinjaman yang diperoleh daripada syarikat kewangan berkenaan. Masa berlalu, namun pemaju perumahan ini gagal untuk membayar balik pinjamannya kepada pemegang gadaian iaitu syarikat kewangan ini. Pemegang gadaian kemudiannya telah mengambil tindakan untuk melelong tanah yang digadai untuk mendapakan balik pinjaman yang telah diberikan kepada pemaju perumahan. Pada masa ini, beberapa orang pembeli lot tanah berkenaan muncul. Isu dalam kes ini ialah sama ada pemegang gadaian ini dianggap terlibat dalam perbuatan fraud terhadap pembeli-pembeli lot tanah ini kerana apabila gadaian didaftarkan, pemegang gadaian...
mengetahui bahawa lot-lot tanah berkenaan telah pun dijual kepada pembeli-pembeli lot tanah berkenaan. Mahkamah dengan ini menolak hujah ini dan menegaskan bahawa fraud bermaksud kelakuan atau perbuatan yang tidak jujur dan bukan hanya sekadar fraud konstruktif atau fraud ekuiti.

Selaras dengan Seksyen 340(2)(b) Kanun Tanah Negara (1965) memperuntukkan bahawa hakmilik atau kepentingan mana-mana orang atau badan sedemikian janganlah menjadi tidak boleh disangkal jika pendaftaran berkenaan diperoleh secara pemalsuan. Maksudnya, jika terdapat pemalsuan dokumen dalam proses pindahmilik, maka hakmilik berdaftar yang diperoleh ini boleh disangkal dan dipertikaikan.

Fraud dan penipuan dalam urusniaga tanah boleh berlaku dalam keadaan seseorang menyalahgunakan nama pemilik berdaftar dan menyalahgunakan tandatangan pemilik berdaftar untuk melaksanakan seseubah pendaftaran hakmilik yang baru. Dalam Kes Ong Lock Choo v Quek Shin & Sons Ltd (1941) MLJ 88, ialah seorang pemilik tanah telah memberikan dokumen hakmiliknya kepada seorang peguam untuk urusan pendaftaran gadaian. Kerani peguam itu kemudiannya telah memalsukan suratcara berkenaan dan menggadaikan tanah itu kepada orang lain. Mahkamah memutuskan bahawa gadaian yang didaftarkan itu sebagai tidak sah. Yang perlu dibuktikan dalam seksyen ini ialah tindakan pemalsuan itu sendiri dan tidak perlu membuktikan bahawa pemilik berdaftar yang baru telah menjadi ahli atau privy kepada fraud atau penipuan (Joshua, 2006).


**Kaedah Penyelesaian Isu Fraud dan Pemalsuan Dalam Urusniaga Tanah**

Sistem Torrens memberikan hakmilik dan kepentingan yang tidak boleh disangkal kepada pemilik berdaftar. Namun demikian, sekiranya pendaftaran hakmilik dan kepentingan itu diperoleh dengan cara fraud atau penipuan, peruntukkan Seksyen 340(2) Kanun Tanah Negara (1965) secara jelas menyatakan bahawa sekiranya terdapat fraud atau penipuan dalam sebarang urusniaga, maka pendaftaran berkenaan tidak akan memberikan hakmilik dan kepentingan yang tidak boleh disangkal kepada pemilik yang namanya tercatat dalam daftar hakmilik tanah. Hak dan kepentingan yang didaftarkan itu boleh diketepikan. Maksudnya, kesan terhadap kewujudan urusniada tanah secara fraud dan penipuan masih boleh disangkal dan dipersoalkan.

**Isu Tanah Adat Untuk Orang Asli**

Pembangunan di atas tanah adat yang dilakukan oleh pihak kerajaan telah menimbulkan konflik di antara pemaju dengan masyarakat setempat. Akibat daripada pembangunan ini telah menyebabkan orang asli berkenaan kehilangan tempat tinggal dan sumber pendapatan mereka daripada sumber hutan yang merupakan kawasan yang telah dibangunkan oleh pihak kerajaan. Sorotan daripada isu ini, antara masalah yang dikenalpasti ialah undang-undang yang berkaitan sukacita untuk difahami, hak milik yang tidak boleh disangkal, permohonan tanah yang tertunggak dan pengiktirafan hak ke atas tanah. Menurut sistem torrens, tanah orang asli yang diwarisi dari satu generasi ke generasi yang lain adalah tidak termasuk di dalam sistem pendaftaran mengikut undang-undang tanah di Malaysia. Hal ini kerana sistem torrens hanya mengiktiraf dan memberi kepentingan terhadap tanah yang didaftarkan di Pejabat Pendaftaran Tanah yang berkaitan (Kanun Tanah Negara, 1965) yang selaras dengan Akta Pengambilan Balik Tanah (1960) dengan peruntukkan bahawa kerajaan negeri mempunyai kuasa untuk mengambil sebarang tanah termasuklah tanah yang diidami oleh orang asli (Noor 'Ashikin et al., 2011).

**Kaedah Penyelesaian Isu Tanah Adat Untuk Orang Asli**

yang telah dinikmati yang terdapat di permukaan tanah tersebut. Oleh hal yang demikian, akta ini dicadangkan untuk dipinda bagi menjamin hak orang asli berkenaan.

**Isu Tanah Berkongsi Geran**


(i) adiknya, Goh Kian Seng telah menjalankan perniagaan tersebut di atas hartanahnya yang mana beliau tidak mendapat sebarang keuntungan:

(ii) adiknya, Goh Kian Seng hendaklah membayar sewa kepada beliau;
adiknya, Goh Kian Seng hendaklah membayar gantirugi untuk kegunaan hartanahnya; dan (iv) adiknya, Goh Kian Seng hendaklah membayar gantirugi teladan (exemplary).

Manakala adiknya pula, Goh Kian Seng menyatakan sebaliknya. Goh Kian Seng menyatakan bahawa beliau mempunyai hak untuk menjalankan aktiviti perniagaan yang didaftarkan atas nama GK Enterprise di atas hartanah tersebut memandangkan beliau merupakan pemilik berdaftar setengah (1/2) bahagian yang tidak dipecahbaahagikan. Goh Kian Seng menegaskan bahwa surat perakuan bertarikh 20 Disember 2003 merupakan surat persetujuan/perjanjian antara beliau dengan abangnya Goh Giok Bee untuk membenarkan beliau menjalankan perniagaan/ kediaman atas hartanah tersebut, dengan syarat beliau membayar cukai tanah yang dikenakan setiap tahun. Goh Kian Seng telah membayar cukai tanah tersebut. Abang beliau Goh Giok Bee tiada locus standi, dan tidak berhak untuk menuntut sebarang keuntungan dalam bentuk apa jua daripada peniagaannya daripada segi undang-undang; (ii) abangnya, Goh Giok Bee tidak berhak untuk menuntut sewa ke atas seluruh hartanah tersebut kerana beliau juga mempunyai hak milik setengah bahagian yang tidak dipecahbaahagikan disamping adanya persetujuan bertarikh 20 Disember 2003; (iii) abangnya, Goh Giok Bee tidak berhak untuk menuntut gantirugi ke atas kegunaan hartanah tersebut kerana beliau juga mempunyai hak milik setengah bahagian yang tidak dipecahbaahagikan; dan (iv) abangnya, Goh Giok Bee juga tidak berhak untuk menuntut gantirugi teladan (exemplary damage).

Mahkamah Tinggi Melaka melalui Pesuruhjaya Kehakiman YA Datuk Abdul Karim bin Abdul Jalil pada 6 Julai 2014 telah menolak tuntutan tersebut. Ini bermakna Goh Giok Bee gagal untuk mendapatkan mahkamah supaya adik lelakinya Goh Kian Seng membayar sejumlah wang tidak kurang daripada RM783,798.34 tidak temasuk faedah dan lain-lain gantirugi, yang dikatakan terhadap beliau kerana adik lelakinya Goh Kian Seng tidak mempunyai hak untuk menuntut sebarang sewa dan gantirugi atas hartanah yang dimiliki bersama atau bahagian yang tidak dipecahbaahagikan. Ini kerana seksyen 343(1)(b) KTN 1965 membenarkan setiap tuan tanah kepunyaan bersama untuk memiliki dan menikmati keseluruhan tanah itu selagi tanah itu belum dipecahbaahagikan.

**Kaedah Penyelesaian Isu Tanah Berkongsi Geran**

Kaedah penyelesaian untuk isu ini ialah pihak kerajaan boleh memperkenalkan konsep syuf’ah dalam Kanun Tanah Negara sebagai salah satu kaedah penyelesaian untuk jangka masa panjang. Selain itu, kaedah pecah sempadan atau pecah bahagian boleh digunakan untuk menyelesaiakan isu tanah berkongsi geran ini dan tentunya kaedah ini melibatkan kos dan persetujuan semua tuan tanah yang terlibat. Surat perjanjian persefahaman di antara tuan tanah dengan pihak-pihak yang berkepentingan atas tanah ini boleh dibuat yang antara lain intipati perjanjian tersebut haruslah mengandungi;
1. Menentukan pihak yang akan menyimpan geran.

2. Menentukan kuantum cukai yang perlu dijelaskan bagi setiap tuan punya tanah bersama dan melantik salah seorang daripada mereka untuk memudah cara kutipan dan menjelaskan cukai tersebut kepada Pejabat Tanah / Pejabat Pengarah Tanah dan Galian.

3. Menentukan plot atau petak masing-masing mengikut keluasan dalam hak milik. Katakan sekeping tanah luasnya 4 hektar, dimiliki oleh tiga orang dengan syer 1/2 (2 hektar) oleh A, ¼ (satu hektar) oleh B dan ¼ (satu hektar) bahagian oleh C. Ditentukan plot dan petak, batas dan sempadan dan dipersetujui oleh mereka bertiga seperti dalam pelan berkenaan.

3. Perbincangan dan Kesimpulan


Rujukan


SENARAI KES
4. Kes Ong Lock Choo v Quek Shin & Sons Ltd (1941) MLJ 88.
KEBERKESANAN PENGUNAAN BUKU KECIL FRASA MENARIK DAN PENILAIAN FORMATIF DALAM PENULISAN KARANGAN

(Effectiveness of Interesting Phrases Booklet and Formative Assessment in Composition Writing)

Muhammad Luqman Bin Mohd Shapie

1Sekolah Rendah Gongshang, Singapura dan Pusat Bahasa Melayu Singapura, Singapura

muhammad_luqman_mohd_shapie@moe.edu.sg


Kata kunci: buku kecil, frasa-frasa menarik, strategi, penilaian formatif

Abstract: Composition writing is one of the important components to evaluate student's writing skills. Based on a research study carried out on 40 Primary 6 students, the low progress (L.P) students in particular, had experienced difficulties and lack of ideas to begin and end their composition writing. Furthermore, these students were observed to be less effective in using interesting phrases in their composition writing. Therefore, this research study was conducted to identify the effective use of booklets such as 'Interesting Phrases Booklet' and 'Guidelines on General Writing booklet' that applies strategies to begin and end a composition writing. This research study was also conducted to analyze the effectiveness of formative assessment in student’s composition writing using the 'Find It and Fix It' strategy. Improvement in the quality of writing and better results obtained by students at the end of the year were shown in the findings of this research study. Using booklets and formative assessment strategies, students are given the opportunity to further develop their composition writing skills.

Keywords: booklet, interesting phrases, strategies, formative assessment
1. Pengenalan

Kemahiran menulis melibatkan keupayaan murid untuk membina ayat dan menjana idea melalui pelbagai jenis penulisan. Hal ini termasuk aspek penulisan yang berkaitan dengan pengalaman peribadi dan juga pengetahuan yang memerlukan murid menggunakan ayat yang gramatis, tanda baca serta ejaan yang betul. Sehubungan itu, kreativiti murid untuk menghasilkan penulisan yang imaginatif dan kreatif amat digalakkan dalam kelas bagi memastikan keupayaan dan kemahiran menulis murid dapat terus dikembangkan.


Dalam proses pembelajaran, termasuk pembelajaran kemahiran menulis, penilaian perlu dijalankan bagi memantau dan mengenal pasti tahap pencapaian atau kemajuan murid serta keberkesanannya sesuatu strategi atau kaedah pengajaran. Berdasarkan sesuatu penilaian, keperluan murid dalam pembelajaran akan dapat dikenal pasti gus langkah-langkah atau tindakan sewajarnya dapat dijalankan bagi memastikan keperluan murid tersebut dapat dipenuhi dengan berkesan. Hal ini bersesuaian dengan saranan Dylan William (2009) yang menggalakkan Teacher Learning Communities focusing on Formative Assessment (TLC-FA), iaitu satu model pembangunan profesional yang bertujuan untuk membantu guru-guru meningkatkan mutu pengajaran mereka.

Oleh yang demikian, setiap guru memainkan peranan yang besar dan penting dalam memastikan proses pembelajaran murid sentiasa aktif, produktif dan berkesan. Pada masa yang sama, guru turut berperanan dalam meningkatkan mutu pengajaran murid mereka, contohnya dalam aspek penulisan (Lewis, 2002). Berikut daripada itu, kajian yang menurut ke arah mengenal pasti keberkesan buku kecil ‘Frasa-frasa Menarik’ dan ‘Panduan Umum Penulisan Karangan’ serta strategi permulaan dan penutup dalam penulisan karangan ini diharap dapat menambahkan lagi kajian dalam bidang pengajaran bahasa Melayu di Singapura. Selain itu, dapatkan analisis keberkesan penilaian formatif yang menggunakan strategi ‘Cari dan Betulkan’ turut diharapkan dapat menambahkan lagi kajian-kajian baharu yang berkaitan dengan penilaian formatif dari aspek penulisan.

Penulisan karangan yang dihasilkan oleh murid-murid akan memperlihatkan kemahiran menulis yang dimiliki oleh murid tersebut. Mutu penulisan murid akan terjejas sekiranya mereka mempunyai kesukaran untuk memulakan dan mengakhiri karangan mereka.

Oleh yang demikian, murid-murid Darjah 6 khususnya murid dalam tahap praaras kebolehan, didapati kekurangan idea untuk memulakan dan mengakhiri penulisan karangan sehingga
menjejas mutu penulisan mereka. Sebahagian besar murid-murid Darjah 6 ini juga didapati masih kurang menggunakan frasa-frasa menarik dalam penulisan karangan mereka.

Tujuan kajian ini adalah untuk:

a. meneliti keberkesanan buku kecil ‘Frasa-Frasa Menarik’ dan ‘Panduan Umum Penulisan Karangan’ dalam penulisan karangan;

b. menganalisis keberkesanan strategi penulisan permulaan dan penutup karangan dengan menggunakan buku kecil ‘Frasa-Frasa Menarik’ dan ‘Panduan Umum Penulisan Karangan’ berdasarkan penulisan karangan murid dalam kelas dan juga dalam peperiksaan; dan

c. menganalisis keberkesanan penilaian formatif yang menggunakan strategi ‘Cari dan Betulkan’ dalam penulisan karangan murid.

2. Kajian Lepas


Penilaian formatif dalam penulisan karangan pula merujuk pada usaha guru atau murid yang memberikan penilaian atau maklum balas yang positif dan konstruktif kepada murid atau rakan mereka bagi tujuan mempertingkat kemahiran dan pengetahuan mereka dalam aspek penulisan (Black and Williams, 2009). Hal yang sama turut dipersetujui oleh Trammel, Schloss dan Alper (1994) yang menyatakan bahawa pembelajaran yang berkesan ialah hasil daripada pelajar yang memberikan maklum balas secara kendi dan memantau hasil kerja mereka berdasarkan kriteria dan rubrik yang ditetapkan.

3. Perbincangan dan Kesimpulan

Beberapa kaedah kajian telah dijalankan bagi memastikan kesahan, kerelevanan dan kelancaran dalam kajian ini. Kaedah kajian yang pertama ialah pemerhatian guru terhadap kesukaran murid dalam memulakan penulisan karangan dan kepayahan murid untuk menghasilkan penulisan karangan yang baik dan bermutu. Hasil pemerhatian tersebut telah mencetuskan idea untuk menghasilkan buku kecil ‘Frasa-frasa Menarik’ dan juga buku kecil ‘Panduan Umum Penulisan Karangan’.


Pemilihan subjek dalam kajian ini dilakukan bukan sekadar bagi mempersiapkan murid-murid untuk menduduki peperiksaan PSLE, malah untuk memastikan murid-murid mampu untuk mengembangkan potensi mereka dalam penulisan karangan.

Murid-murid akan dinilai dari segi hasil penulisan karangan mereka berdasarkan latihan dalam kelas dan juga hasil penulisan karangan mereka dalam peperiksaan pertengahan tahun serta akhir tahun.

Borang tinjauan berkaitan penulisan karangan yang mengandungi tiga bahagian: Tinjauan Prapenulisan Karangan, Tinjauan Penulisan, Penyuntingan dan Penilaian Karangan serta Tinjauan Pascapenulisan Karangan turut diberikan kepada murid bagi meninjau keperluan dan tahap pemahaman murid dalam proses penulisan karangan.


Kajian ini telah dijalankan bersama murid-murid di dalam kelas sejak bulan Januari hingga akhir bulan Ogos 2016 semasa kelas Bahasa Melayu. Masa yang dikhaskan untuk menjalankan kajian ini adalah sekurang-kurangnya satu jam pada setiap minggu.


Prosedur selanjutnya mengukur keberkesanan buku kecil ‘Frasa-Frasa Menarik’ dan ‘Panduan Umum Penulisan Karangan’ serta keberkesanan strategi ‘Cari dan Betulkan’ dalam penilaian formatif menerusi hasil penulisan karangan murid dalam kelas dan juga berdasarkan mutu penulisan karangan murid dalam peperiksaan pertengahan tahun dan juga pada peringkat akhir tahun. Analisis dapatan merupakan langkah seterusnya yang dilakukan dalam kajian ini.

Berdasarkan pemantauan guru serta maklum balas yang diterima daripada murid menerusi borang tinjauan berkenaan dengan penulisan karangan, sebahagian besar murid didapati memerlukan bahan tambahan seperti frasa-frasa menarik atau bahasa berbunga dan juga strategi-strategi penulisan permulaan dan penutup karangan bagi membantu mereka menulis karangan dengan lebih yakin bagi menghasilkan karangan yang lebih bermutu. Rajah 1 menunjukkan dapatan tinjauan bahawa 100% murid (40 murid) memerlukan bahan dan pengetahuan tambahan seperti frasa-frasa menarik dan panduan umum tentang cara mengembangkan idea dalam penulisan karangan manakala 95% (38 murid) memerlukan strategi penulisan permulaan dan penutup karangan.
Penghasilan dan penggunaan buku kecil ‘Frasa-frasa Menarik’ dan ‘Panduan Umum Penulisan Karangan’ dalam pembelajaran penulisan karangan telah memperlihatkan keberkesanannya menerusi latihan penulisan karangan murid-murid didalam kelas. Rajah 2 jelas menunjukkan dapatan tinjauan bahawa 100% murid (40 murid) berjaya menggunakan buku kecil ‘Frasa-frasa Menarik’ dan ‘Panduan Umum Penulisan Karangan’ dengan berkesan dalam penulisan mereka. 97.5% (39 murid) pula lebih yakin untuk memulakan karangan mereka dengan menggunakan strategi permulaan karangan teknik ‘Imbas Kembali’ dan juga teknik ‘Dialog’. Namun, 95% (38 murid) didapati masih kurang mampu untuk menggunakan strategi penulisan penutup karangan dengan berkesan.

Rajah 1: Dapatan Tinjauan Prapenulisan Karangan

Rajah 2: Dapatan Tinjauan Penulisan Karangan
Keberkesanan penggunaan frasa-frasa menarik atau bahasa berbunga dalam penulisan karangan murid-murid juga bukan sahaja mampu memperlihatkan satu penulisan karangan yang lebih kreatif dan menarik, malah menunjukkan kebijaksanaan murid untuk mengaitkan dan menggambarkan sesuatu situasi atau keadaan melalui penggunaan frasa atau perkataan yang lebih tepat. Selain itu, keyakinan murid-murid khususnya yang berada pada tahap praaras kebolehan untuk memulakan dan menutup penulisan karangan mereka jelas dapat dilihat bukan sahaja menerusi latihan karangan dalam kelas, malah berdasarkan penulisan karangan mereka dalam periksaan dapat dilihat lebih jelas dibandingkan dengan hasil penulisan karangan mereka dalam peperiksaan pertengahan tahun dan juga pada peringkat Prelim.

Hal ini jelas dapat dilihat menerusi dapatan kajian dalam Rajah 3 yang menunjukkan kekerapan penggunaan frasa-frasa menarik dan penggunaan strategi penulisan permulaan karangan (Teknik Imbas Kembali dan Dialog) dan strategi penulisan penutup karangan (Teknik Kembali ke Realiti) dalam penulisan karangan murid pada peringkat periksaan pertengahan tahun (SA1) dan juga pada peringkat Prelim. Dapatan kajian ini mendapati bahawa terdapat peningkatan dalam jumlah kekerapan penggunaan frasa-frasa menarik serta teknik permulaan dan penutup karangan dalam periksaan karangan peringkat Prelim berbanding peperiksaan karangan peringkat SA1. Sehubungan itu, dapatan kajian turut memperlihatkan peningkatan dalam jumlah markah karangan Prelim yang diperoleh oleh murid-murid pada tahap praaras kebolehan (L.P) berbanding jumlah markah karangan peringkat SA1.

Pelaksanaan penilaian formatif yang menggunakan strategi ‘Cari dan Betulkan’ turut memperlihatkan keberkesananannya dalam proses menghasilkan penulisan karangan yang lebih baik dan bermutu. Hal ini dapat dilihat berdasarkan Rajah 4 yang menunjukkan dapatan tinjauan daripada murid-murid tahap praaras kebolehan tentang aspek penyuntingan dan penilaian karangan rakan mereka. Kesemua 16 murid (100%) ini berpendapat bahawa menerusi...
strategi penilaian formatif ‘Cari dan Betulkan’, mereka bukan sahaja dapat menilai hasil penulisan karangan rakan mereka, malah mereka yakin bahawa rakan mereka turut mempelajari daripada kesilapan dan menimba pengetahuan serta kebaikan setelah menilai hasil karangan mereka sendiri.

![Graph showing the level of agreement with the statement about the effectiveness of the formativ evaluation strategy ‘Cari dan Betulkan’.](image)

**Rajah 4: Dapatan Tinjauan Penyuntingan dan Penilaian Penulisan Karangan Rakan**

Mutu dan tahap pencapaian murid yang dipantau dapat dilihat daripada hasil penulisan mereka yang menggunakan frasa-frasa menarik yang mampu menyerlahkan mutu penulisan mereka. Berikut merupakan contoh-contoh ayat yang dihasilkan responden:

**Jadual 1: Contoh Frasa Menarik Hasil Murid dalam Peperiksaan SA1 & SA2**

<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Memori silam yang berlaku setahun lalu itu telah muncul dalam benak fikiranku.</td>
</tr>
<tr>
<td>2</td>
<td>Kenangan terindah itu masih lagi bermain dalam fikiranku.</td>
</tr>
<tr>
<td>3</td>
<td>Senyuman manis terukir di bibirnya.</td>
</tr>
<tr>
<td>4</td>
<td>Tersenyum kegembiraan sambil menampakkan barisan gigiku yang putih bak mutiara itu.</td>
</tr>
<tr>
<td>5</td>
<td>Sinaran sang suria semakin terik seakan-akan menggigit kulit.</td>
</tr>
</tbody>
</table>

Secara kesimpulan, penggunaan buku-buku kecil ‘Frasa-frasa Menarik’ dan ‘Panduan Umum Penulisan Karangan’ didapati berkesan dalam membantu murid-murid menghasilkan penulisan karangan yang lebih bermutu. Hal ini sekali gus membuktikan bahawa bahan tambahan pengajaran penulisan karangan dalam bentuk buku kecil mampu untuk dijadikan panduan tambahan bagi murid-murid yang mempunyai kesukaran untuk menulis dengan lebih yakin dan bermutu. Murid-murid juga didapati lebih kerap menggunakan frasa-frasa menarik dalam
penulisan karangan mereka serta berhasil untuk memulakan dan menutup penulisan karangan mereka dengan berkesan.

Dapatan kajian ini turut membuktikan bahawa proses menjalankan kaedah atau strategi yang baharu seperti penilaian formatif yang menggunakan strategi ‘Cari dan Betulkan’ dalam pengajaran penulisan memang mudah tetapi mencabar. Proses tersebut agak rumit dan memakan masa, iaitu bergantung pada tahap kebolehan dan kemampuan murid untuk menilai hasil karangan rakan mereka. Namun, hasilnya adalah amat menggalakkan apabila murid-murid khususnya murid tahap praaras kebolehan bukan sahaja berjaya untuk mencari kesilapan rakan mereka daripada aspek tatabahasa dan sintaksis, malah membetulkan kesalahan rakan mereka tersebut.

Peningkatan yang amat menggalakkan dalam jumlah markah peperiksaan peringkat Prelim berbanding peperiksaan pertengahan tahun (SA1) turut membuktikan bahawa murid-murid juga didapati lebih yakin untuk menulis dengan lebih baik. Namun demikian, secara umumnya, pengkaji mendapati bahawa tidak semua murid yang mahir menulis bangunan penutup karangan. Pendedahan dan pengukuhan yang lebih lanjut dalam aspek ini boleh dipertingkatkan bagi memastikan keberkesanan penulisan karangan yang lebih holistik dapat dicapai sebelum murid-murid melangkah masuk ke peringkat sekolah menengah.

Rujukan
PENCAPAIAN AKADEMIK MURID TERHADAP PENGGUNAAN VLE FROG

Md Nazri bin Md Mukear¹, Md Mukiar Mohd Jasmy bin Abd Rahman¹
¹Fakulti Pendidikan, Universiti Kebangsaan Malaysia
43600 UKM Bangi, Selangor, Malaysia.
nazrimm@yahoo.com


Kata kunci: Pencapaian Akademik, Prasarana ICT, Pangkalan Data.
infrastructure facilities at homes. The general objective of the study was to improve pupils academic achievement through the use of Frog VLE which was done by measuring the pupils attainment through pre test and post test result. The second objective was to identify the relationship between scores increment and frequency of usage. The final objective was to identify the relationship between the scores increment and duration of usage. The school’s Frog VLE database was used as study instrument. Finally, informative data had been tabulated into the pupils raw scores forms a primary source for analysis. The descriptive quantitative study used the analysis result of mean, mode and median. In order to amplify results, this relationship was measured using Spearman and Pearson calculator then pegged to the Cohen’s Standard. The first finding showed that there was a significant increase in scores in post test results compared to pre test results. It means that the academic achievement of pupils can be exchange by using Frog VLE. However, neither the second and the third finding of the analysis showed a significant relationship between scores increment, frequency and duration of usage. The findings only managed to achieve the general objective of the study.

Keywords: Academic Achievemen, ICT Infrastructure, Database.

Pengenalan
Selari dengan perkembangan teknologi terkini yang begitu pesat, transformasi sistem pendidikan negara amat perlu dijayakan bagi menghasilkan impak positif kepada pembelajaran murid-murid. Penggunaan teknologi secara dinamik dalam dunia pendidikan telah memberi kesan langsung kepada perkembangan kurikulum dan pedagogi pendidikan itu sendiri (Savin-Baden et al., 2010; Simelane & Mji, 2014). Sebagai mengambil langkah proaktif, Kementerian Pendidikan Malaysia (KPM) telah merangka perubahan baru dalam sistem pendidikan selari dengan perkembangan teknologi semasa.


Pernyataan Masalah
Kelemahahan pencapaian akademik bagi murid-murid tahun 5 (2017) dalam peperiksaan akhir tahun menunjukkan penguasaan dalam mata pelajaran teras mereka belum mencapai tahap yang memuaskan. Dengan mengambil contoh keputusan pada tahun 2017, murid-murid Tahun 5 Pintar dan 5 Bijak di Sekolah Kebangsaan

Di peringkat sekolah rendah, murid-murid masih lagi serasi dengan menggunakan kaedah pdpc berpusatkan guru, samada secara tradisional (kapur dan papan hitam) ataupun konvensional (buku teks, white board dan marker). Berkemungkinan juga kaedah ini menyebabkan penguasaan mata pelajaran murid-murid menjadi agak statik. Kelemahan pencapaian akademik murid ini dapat dilihat melalui keputusan semasa peperiksaan akhir tahun dengan peperiksaan sebelumnya.

**Kerangka Konseptual Kajian**

<table>
<thead>
<tr>
<th>Aplikasi</th>
<th>Sokongan Infrastruktur</th>
<th>Peranan Komuniti</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frog VLE</td>
<td>Jaringan</td>
<td>Murid</td>
</tr>
<tr>
<td></td>
<td>Kualiti</td>
<td>Guru</td>
</tr>
<tr>
<td></td>
<td>Peralatan</td>
<td>Ibu Bapa</td>
</tr>
<tr>
<td></td>
<td>Teknikal</td>
<td></td>
</tr>
</tbody>
</table>

- Mudah
- Lengkap
- Senang

Tahap Pencapaian Akademik Murid

Rajah 1 - Kerangka Konseptual Kajian

**Tujuan Kajian**

Tujuan kajian ini adalah untuk meningkatkan pencapaian akademik murid-murid dalam peperiksaan pertengahan tahun dan akhir tahun yang meliputi semua mata pelajaran teras dengan menggunakan aplikasi Frog VLE.

**Objektif Kajian**

a) Mengenalpasti tahap pengetahuan sedia ada murid-murid terhadap pembelajaran maya
dengan mengakses aplikasi Frog VLE dalam semua mata pelajaran teras yang dipelajari.

b) Mengkaji keberkesanan aktiviti mengakses aplikasi Frog VLE bagi meningkatkan prestasi dan pencapaian akademik murid-murid dalam semua mata pelajaran teras yang dipelajari.

c) Mengkaji keberkesanan aktiviti mengakses aplikasi Frog VLE yang sangat kerap dan sering boleh memberi impak positif dari segi peningkatan markah ujian dan peperiksaan.

**Persoalan Kajian**

a) Apakah tahap pengetahuan sedia ada murid-murid terhadap pembelajaran maya dengan mengakses aplikasi Frog VLE dalam semua mata pelajaran teras yang dipelajari?

b) Adakah aktiviti mengakses aplikasi Frog VLE dapat meningkatkan prestasi dan pencapaian akademik murid-murid dalam semua mata pelajaran teras yang dipelajari?

c) Adakah aktiviti mengakses aplikasi Frog VLE yang sangat kerap dan sering dapat memberi impak positif dari segi peningkatan markah ujian dan peperiksaan?

**Kepentingan Kajian**


Memberikan panduan yang berguna kepada Kementerian Pendidikan Malaysia (KPM) dalam menyusun semula kurikulum dan perancangan pendidikan agar dapat mewujudkan sekolah yang cemerlang dan efesien dalam bidang akademik.

Memberi panduan kepada pihak sekolah untuk memperbaiki atau mengatur semula program kurikulum di sekolah dan pemantapan murid bagi mengatasi permasalahan pencapaian akademik dalam meningkatkan kecemerlangan pendidikan murid-murid secara total.

Membantu pentadbiran sekolah dengan memberi tumpuan khusus terhadap pencapaian prestasi akademik di kalangan murid-murid supaya mereka dapat menerima satu keputusan peperiksaan yang lebih baik dan bertambah baik dari semasa ke semasa khususnya dalam mencapai Gred Purata Sekolah (GPS).

**Batasan Kajian**

Sampel kajian seramai 40 orang murid dari sebuah kelas sudah mencukupi kerana hanya ada tiga buah kelas sahaja yang menduduki Tahun Enam di Sekolah Kebangsaan Taman Permas Jaya. Jumlah persampelan ini adalah 26% daripada jumlah populasi murid Tahun Enam di Sekolah Kebangsaan Taman Permas Jaya iaitu seramai 153 orang pada tahun 2018 ini.

**Takrifan Operasi Kajian**

Konsep kajian ini adalah sangat selari dengan skop dan batasan kajian utama yang memfokuskan kepada “pencapaian akademik” murid-murid Tahun Enam. Takrifan tajuk kajian ini dapat dirumuskan kepada 4 kata kunci utama yang berikut;

a) Pencapaian Peperiksaan  
b) Murid Tahun Enam  
c) Mata Pelajaran Teras  
d) Penggunaan Frog VLE

**Kajian Literatur 1**


Moodle merupakan salah satu perisian yang banyak digunakan oleh institusi-institusi pendidikan untuk membuat Learning Management System (LMS). Moodle ini merupakan perisian yang digunapakai secara berstruktur dalam menjana aktiviti pembelajaran yang memerlukan pendekatan jalur lebar, Internet dan laman web. Moodle merupakan singkatan dari Modular Object Oriented Dynamic Learning Environment yang ditakrifkan sebagai tempat belajar dinamik yang menggunakan model pembelajaran yang berorientasi pada objek murid-murid.

**Kajian Literatur 2**


Kajian ini telah dilakukan oleh seorang pengkaji lulusan Ijazah Kedoktoran daripada unit pembelajaran teknologi di Kementerian Pendidikan Malaysia (KPM). Kajian ini merangka dan menggunakan asas untuk melestarikan Frog VLE ke dalam pengajaran dan pemudahcara dengan menggunakan pengkalan data utama 1BestariNet. Permasalahan kajian
menjelaskan akan keperluan sebuah program pemantauan, pentaksiran dan penilaian semula aplikasi Frog VLE untuk meningkatkan perlaksanaannya dalam kalangan murid-murid dan guru-guru. Objektif utama kajian adalah untuk menemukan faktor penyumbang akan kejayaan dan kecemerlangan Frog VLE.

Sampel kajian ini terdiri daripada 426 guru dan membabitkan 223 pelajar dari sekolah rendah dan menengah di seluruh Malaysia. Pekali Cronbach Alpha menunjukkan angka > 0.90 dalam konstruk data soalan penyelidikan. Dapatan kajian ini menggunakan Levene Test yang mendapati akan kelainan dan perbezaan yang signifikan di antara murid sekolah rendah dan murid menengah (p < 0.05) dalam penggunaan Frog VLE dari segi kebolehmudahgunaan (easeof use) hingga kepada penggunaan Frog VLE sebagai alat kolaborasi untuk berinteraksi dan berkomunikasi di dalam kelas dan di luar bilik darjah.

**Metodologi**


Kajian berkaitan platform Frog VLE ini dijanakan adalah untuk melihat sejauh mana pengetahuan dan pemahaman murid-murid terhadap penggunaan aplikasi VLE Frog sebagai satu bentuk persekitaran pembelajaran maya dalam pembelajaran semua mata pelajaran teras seperti Bahasa Melayu, Bahasa Inggeris, Matematik dan Sains. Selain daripada itu, kajian ini turut mengupas secara details akan sikap dan kesediaan murid-murid terhadap sistem yang diperkenalkan oleh pihak Kementerian Pendidikan Malaysia (KPM) ini. Hasil daripada dapatan kajian ini adalah sangat penting untuk menentukan dan melihat sejauh manakah aplikasi Frog VLE ini telah mencapai matlamat dan objektif secara keseluruhaninya.

**Dapatan Kajian**

**ANALISA MARKAH PRESTASI AKADEMIK BAGI MATA PELAJARAN BAHASA MELAYU**

A. **Pre Test : Sebelum Mengakses Frog VLE**
JADUAL 1.1 Taburan Markah Ujian Pra Bahasa Melayu

<table>
<thead>
<tr>
<th>Markah</th>
<th>78</th>
<th>80</th>
<th>82</th>
<th>84</th>
<th>86</th>
<th>88</th>
<th>90</th>
<th>92</th>
<th>94</th>
<th>96</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kekerapan</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>3</td>
<td>5</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

JADUAL 1.2 Pemerhatian Ujian Pra Bahasa Melayu

<table>
<thead>
<tr>
<th>Julat Skor</th>
<th>78 - 96</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markah Minimum</td>
<td>78</td>
</tr>
<tr>
<td>Markah Maksimum</td>
<td>96</td>
</tr>
<tr>
<td>Bilangan Markah Maksimum</td>
<td>2</td>
</tr>
<tr>
<td>Nilai Mod</td>
<td>86 dan 92</td>
</tr>
<tr>
<td>Nilai Min</td>
<td>88</td>
</tr>
<tr>
<td>Nilai Median</td>
<td>87</td>
</tr>
</tbody>
</table>

Graf 1 - Taburan Kekerapan Markah Ujian Pra Bahasa Melayu
B. Post Test : Setelah Mengakses Frog VLE

**JADUAL 2.1 Taburan Markah Ujian Pasca Bahasa Melayu**

<table>
<thead>
<tr>
<th>Markah</th>
<th>82</th>
<th>84</th>
<th>86</th>
<th>88</th>
<th>90</th>
<th>92</th>
<th>94</th>
<th>96</th>
<th>98</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kekerapan</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>5</td>
<td>8</td>
</tr>
</tbody>
</table>

**JADUAL 2.2 Pemerhatian Ujian Pasca Bahasa Melayu**

<table>
<thead>
<tr>
<th>Julat Skor</th>
<th>82 - 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markah Minimum</td>
<td>82</td>
</tr>
<tr>
<td>Markah Maksimum</td>
<td>100</td>
</tr>
<tr>
<td>Bilangan Markah Maksimum</td>
<td>8</td>
</tr>
<tr>
<td>Nilai Mod</td>
<td>96</td>
</tr>
<tr>
<td>Nilai Min</td>
<td>91</td>
</tr>
<tr>
<td>Nilai Median</td>
<td>94</td>
</tr>
</tbody>
</table>

**Analisa 1 : Ujian Pasca**

**Graf 2 - Taburan Kekerapan Markah Ujian Pasca Bahasa Melayu**

**Perbincangan**

Persekitaran Pembelajaran Maya (Virtual Learning Environment - VLE) adalah merupakan satu platform berasaskan web yang direka khas untuk menyokong guru-guru dalam mengurus proses pembelajaran secara maya (dalam talian). Frog VLE adalah terdiri
daripada "peralatan komunikasi" seperti e-mel, ruang forum, sudut perbincangan, dan alat untuk menyusun pentadbiran proses pengajaran dan pembelajaran. Selain itu, ia juga boleh digunakan sebagai alat penilaian murid-murid sama ada dalam bentuk ujian dan kuiz secara dalam talian, serta sebagai medium penyebaran maklumat kepada pelajar (Termit & Noorma, 2015; The JISC infoNet Service, 2006).

Persekitaran Pembelajaran Maya (VLE) juga adakalanya dirujuk sebagai Sistem Pengurusan Pembelajaran (Learning Management System-LMS), e-learning, Massive Open Online Course (MOOC) atau Modular Object-Oriented Dynamic Learning Environment (MOODLE). Oleh itu penggunaan VLE telah meluas melalui proses pembelajaran di pusat-pusat pengajaran tinggi, namun begitu persekitaran pembelajaran maya Frog VLE adalah platform yang masih baharu dan penerimaan serta pelaksanaannya di sekolah-sekolah Malaysia masih menjadi persoalan utama kepada kejayaan perlaksanaan Projek 1BestariNet; Laporan Ketua Audit Negeri Siri 3 (Kementerian Kewangan Malaysia, 2013).

Berlandaskan pada projek kajian yang telah dilaksanakan didapati berlaku peningkatan dari segi markah pencapaian akademik murid-murid Tahun Enam Pintar dalam semua mata pelajaran teras seperti Bahasa Melayu, Bahasa Inggeris, Matematik dan Sains setelah menggunakan aplikasi Frog VLE.

Implikasi daripada kajian ini menunjukkan bahawa pelaksanaan Frog VLE perlu ditambahbaik dan dipertingkatkan dari segi pengurusan dan perjalanan aplikasi itu sendiri. Pemantauan yang berterusan dan konsisten daripada pihak pentadbir adalah sangat wajar. Pelan pelaksanaan yang sistematik dan jelas perlu disediakan dan diberikan kepada semua warga sekolah. Tanpa sokongan daripada pentadbir, berkenikungan besar sesuatu program atau projek itu tidak akan berjaya dilaksanakan dengan efisien. Tambahan pula, projek maya seperti Frog VLE ini yang memerlukan persiapan dan kesiapsiagaan dari segi infrastruktur yang lengkap untuk mengendalikan dan menguruskannya.

Frog VLE adalah satu sistem maya yang bersifat ringkas, mudah diakses dan diaplikasi serta direka khas untuk mengangkat sistem pengajaran dan pembelajaran ke satu tahap baru sepenuhnya bertepatan dengan Pendidikan Abad ke-21. Para guru boleh menyedia dan memberi tugasan serta mengetahui tentang kerja dan markah murid-murid, menghasilkan sumber pengajaran dan dapat berinteraksi dengan rakan-rakan pendidik yang lain dari sekolah yang berbeza. Guru-guru boleh merancang masa dengan lebih baik bersandarkan pada kalendar atau takwim tahunan bagi mengupayakan guru-guru melihat, membuat, menyertai atau memasukkan acara-acara teknologi. Guru-guru juga perlu bersifat positif dan proaktif, membina perancangan pengajaran dan pembelajaran yang lebih awal dan tersusun serta bersedia mengikuti kursus atau bengkel yang dianjurkan oleh pihak PPD, JPN atau KPM yang berkaitan dengan penggunaan aplikasi Frog VLE ini.

Perkongsian ilmu dalam bentuk komunikasi dua hala dengan rakan yang lain juga dapat mengasah minat serta meningkatkan keyakinan murid-murid terhadap pembelajaran berasaskan platform maya iaitu Frof VLE. Setiap murid perlu mempunyai akses kepada pendidikan berkualiti dan integrasi dunia teknologi masa kini (KPM, 2012).


**Rumusan**

Dalam transformasi sistem pendidikan negara yang menuju ke arah pendidikan yang berteknologi dan berdaya saing, pihak sekolah seharusnya merancang dan menstruktur untuk menyediakan dan meningkatkan kelengkapan ICT dan prasarana teknologi komputer yang lebih baik serta berkualiti dalam usaha membantu guru-guru sekolah sama ada di bandar mahupun di luar bandar. Kegigihan dan komitmen dalam melaksanakan Frog VLE Frog dengan lebih efektif dan berkesan perlu dipuji. Bagi memastikan keperluan kelengkapan ini, dana dan peruntukan yang secukupnya perlu dikhaskan daripada pihak Kementerian Pendidikan Malaysia (KPM).

Semua pihak yang berkepentingan seharusnya perlu menyahut cabaran perubahan dalam dunia pendidikan yang semakin mencabar pada masa kini supaya berupaya melahirkan guru-guru yang lebih berdaya saing dan sentiasa melaksanakan perubahan dalam teknik pengajaran mereka selaras dengan penggunaan Frog VLE ini. Semua pihak wajar memainkan tugas dan peranan masing-masing dalam menjayakan penggunaan Frog VLE ini di setiap sekolah. Masalah yang dihadapi seharusnya diselesaikan dengan cara yang terbaik dan berhemah untuk menanganinya. Hasil daripada penggunaan Frog VLE melalui pendekatan pengajaran dan pemudahcara yang berasakan ICT secara tidak langsung dapat melahirkan murid dan pelajar yang lebih kreatif, kritis dan berinovasi bagi menuju kepada matlamat dan sasaran negara untuk menuju ke arah negara maju.
Kajian ini menunjukkan bahawa pelaksanaan Frog VLE masih perlu diperbaiki dan dipertingkatkan. Cadangan seperti adanya pemantauan berterusan daripada pihak pentadbir dan pelan pelaksanaan Frog VLE yang jelas perlu diberikan kepada semua warga sekolah, termasuk ibu bapa. Pihak-pihak yang terlibat dalam pembangunan kurikulum pendidikan juga perlu mengurangkakan silibus pembelajaran agar guru dapat melaksanakan Frog VLE di dalam bilik darjah secara optimum dan efisyen.

Rujukan


PENGAJARAN DAN PEMBELAJARAN IMBUHAN MELALUI PENDEKATAN PEMBELAJARAN AKTIF

( Teaching & Learning of Affixes through Active Learning)

Maisarah Binte Haron¹, Nur Ariqafitri Binte Jumari²

¹ Sekolah Menengah Bartley dan Pusat Bahasa Melayu Singapura, Singapura
² Sekolah Menengah Bartley dan Pusat Bahasa Melayu Singapura, Singapura

Pengarang Koresponden: maisarah_haron@moe.edu.sg


Kata kunci: Proses Pembelajaran Aktif, imbuhan, Nearpod, Google Docs

Abstract: Based on a diagnostic test undertaken by Secondary 3 Express students, the use of ber- and ber-...an is a weakness among students when faced with the use of suffixes. Only 38% of students are able to answer questions based on the two suffixes. For such a reason, this research will share the applied use of Active Learning as an approach to help students overcome their weaknesses through Nearpod and Google Docs. Through the use of Active Learning, students are actively involved in building and enhancing their understanding of the ber- and ber-...-an. The findings of this study indicate that students are able to articulate the meaning of these suffixes according to the context of a given sentence. A survey done at the end of the class further confirms the above. All the students indicate their confidence in the use of ber- and ber-...-an.

Keywords: Active Learning, suffix, Nearpod, Google Docs

1. Pengenalan

Kebanyakan pelajar Bahasa Melayu telah menggunakan imbuhan dalam konteks perbualan mereka di rumah. Namun begitu, lazimnya, pelajar menggunakan imbuhan tanpa menyedari

Penggunaan Teknologi Komunikasi dan Maklumat (ICT) kini begitu pesat dalam kalangan pelajar masa. Oleh sebab itu pengajaran imbuhan yang berintegrasikan ICT mampu memancing minat pelajar untuk mempelajari fungsi imbuhan secara mendalam. Justeru, penggunaan ICT dapat mendorong pelajar untuk belajar secara aktif dan membolehkan mereka berkolaborasi dengan rakan mereka.

2. Ulasan Kajian Lepas

Penerangan Ulasan Kajian Lepas

Sejauh ini, tidak ada definisi yang bersifat universal mengenai pembelajaran aktif. Menurut Michael Prince (2004), Pembelajaran Aktif atau Active learning umumnya didefinisikan sebagai kaedah pengajaran yang melibatkan pelajar secara aktif dalam proses pembelajaran. Pembelajaran aktif memerlukan pelajar melakukan aktiviti yang bermakna dan mencapai matlamat pembelajaran mereka.


Oleh yang demikian, Pengajaran Aktif boleh dianggap sebagai pendekatan pedagogi yang membolehkan pelajar mendalami bahan yang dipelajari melalui bacaan, penulisan, pertuturan, pendengaran dan juga dengan melakukan renungan. Selaras dengan tujuan ICT MP4, Quality Learning in the Hands of Every Learner – Empowered with technology, pembelajaran aktif sememangnya pendekatan yang sesuai demi mencapai tujuan tersebut.


Kedua, pembelajaran aktif memastikan guru merancang pelajaran dengan teliti. Pembelajaran aktif bermula dengan guru menggunakan teknik yang mengaktifkan pembelajaran. Kemudian,


Menurut kertas kerja PNAS (2013), pembelajaran aktif telah meningkatkan prestasi pelajar dalam peperiksaan. Kadar kegagalan dalam kalangan pelajar yang melalui proses pembelajaran secara tradisional pula telah meningkat sebanyak 55% berbanding dengan para pelajar yang melalui proses pembelajaran aktif. Analisis yang dibuat telah menyokong teori yang menggalakkan penambahan proses pembelajaran aktif bagi para mahasiswa sarjana STEM. Kertas kerja ini merangkumi lebih daripada 200 kajian berkenaan dengan pembelajaran aktif. Ternyata, keberkesanan pembelajaran aktif tidak dapat dinafikan lagi.

Menurut Pisapa (1994), integrasi ICT dalam proses pengajaran merujuk kepada penggunaan teknologi dalam pembelajaran untuk menggalakkan, mengukuhkan dan meningkatkan kemahiran. Oleh yang demikian, penggunaan ICT bersertakan pedagogi yang berkesan memainkan peranan untuk membantu pelajar menjadi lebih kritis dalam membina pengetahuan mereka berdasarkan pengetahuan sedia ada. Tambahan pula, pendekatan pembelajaran aktif membantu membina daya pemikiran yang kritis dalam kalangan pelajar. Berlandaskan teori konstruktivisme sosial yang diperkenalkan oleh Vygotsky, Dewey dan Bruner (1958) kebolehan pelajar menggarap konsep dan belajar secara berkesan berlaku apabila pelajar membina sendiri pengetahuan atau konsep secara aktif berdasarkan pengetahuan dan pengalaman sedia ada.


**Kaedah Kajian**

Kajian ini menggunakan kaedah kajian pengajaran atau lesson study. Sekumpulan guru bahasa Melayu yang terdiri daripada 5 guru telah dibentuk untuk meneliti aspek pengajaran yang berkesan di bilik darjah. Kumpulan guru ini telah menetapkan aspek pengajaran imbuhan merupakan perkara yang perlu diberikan perhatian bagi meningkatkan aspek pembelajaran pelajar.

**Subjek**

Pelajar yang terlibat dalam kajian terdiri daripada 15 (jumlah pelajar) pelajar Menengah 3 aliran Ekspres. Profil pelajar-pelajar ini agak rencam. Terdapat segelintir yang mahir dalam menggunakan bahasa dan ada juga yang kurang fasih berbahasa. Perkara yang menjadi persamaan antara para pelajar ini adalah sikap mereka terhadap imbuhan. Mereka menggunakan imbuhan dalam pertuturan tanpa pemahaman yang mendalam tentang fungsinya.

**Instrumen Kajian**

Langkah pertama yang diambil adalah mengadakan ujian diagnostik sebelum memulakan kajian. Ujian ini diadakan untuk mengenal pasti imbuhan mana yang perlu diberikan fokus. Setelah mengenal pasti imbuhan ber.. dan ber..an sebagai fokus, barulah proses merancang pengajaran dimulakan.

Bagi tujuan mengukur keberkesan kajian secara seekplisit mungkin, borang pemantauan dalam talian telah disediakan. Soalan-soalan yang ditanyakan di dalam borang ini telah dimuatkan sebagai lampiran dalam kertas kajian ini. Borang ini telah dibina dengan tujuan bukan sahaja mengesan kemahiran pelajar dan perkembangan pembelajaran tetapi pada masa yang sama, dibina bagi memahami sikap, pemikiran dan perasaan pelajar terhadap bahan pelajaran supaya guru lebih sensitif terhadap keperluan pelajar. Data daripada borang ini amat penting dalam perancangan pengajaran.

Borang ini digunakan sebelum pengajaran dan kemudian sesudah pengajaran untuk mengesahkan pengalaman pelajar setelah menjalani pengajaran. Respons pelajar dapat memberikan guru gambaran keseluruhan tentang pembelajaran pelajar sepanjang kelas dan apakah impak kelas tersebut terhadap pelajar.

Selain borang dan ujian diagnostik, para anggota kumpulan juga telah merakamkan respons pelajar sepanjang pengajaran. Setiap kumpulan pelajar disertai seorang guru pemerhati bagi tujuan mendokumenkan setiap perkara yang dikatakan oleh pelajar. Data ini amat penting bagi memantau penerimaan pelajar terhadap proses pembelajaran yang dilalui.
Bagi pakej pengajaran pula, instrumen yang digunakan ialah Kahoot!, Nearpod, Google Docs, artikel-artikel terpilih daripada majalah Dewan Siswa serta nota imbuhan. Penerangan lanjut tentang proses pembelajaran akan dihuraikan dalam bahagian yang selanjutnya.

Prosedur Kajian

Kaedah menggunakan kajian pengajaran ini melibatkan empat langkah utama iaitu merancang, melakukan, menyemak dan bertindak. Langkah-langkah ini perlu dijalankan secara berterusan dan boleh terdiri daripada beberapa kitaran pembelajaran hingga rancangan pengajaran yang padat dapat dihasilkan.

Langkah 1 – Merancang


Langkah 2 – Melakukan / Melaksanakan


Langkah 3 – Menyemak


Oleh itu, para pengkaji perlu balik ke pangkal dan berfikir kembali tentang proses pembelajaran aktif itu dan mengaitkannya kembali dengan pakej yang telah disediakan, kali ini dari sudut pelajar berdasarkan pemerhatian yang telah dibuat. Walaupun pelajar telah menunjukkan yang mereka dapat memilih jawapan yang tepat, guru masih belum boleh menilai sama ada mereka benar-benar memahami fungsinya atau sekadar memberikan jawapan secara rambang.

Satu lagi perkara yang timbul adalah, dalam kegairahan menggunakan Nearpod, aspek mencungkil dan mengenal pasti pembelajaran pelajar itu mungkin telah dipinggirkan secara tidak sengaja. Perkara ini sememangnya perlu dititikberatkan kerana teknologi itu berperanan membantu merealisasikan pembelajaran aktif. Pendekatan dan teknik pengajaran perlu
dibincangkan terlebih dahulu sebelum memilih jenis teknologi yang ingin digunakan untuk mencapai matlamat pengajaran.

Hasil proses menyemak ini telah mengembangkan lagi teknik-teknik yang digunakan bagi mengajar imbuhan. Dalam perancangan pengajaran yang selanjutnya, aspek membolehkan pemikiran dikesan diberikan kepentingan supaya proses pemantauan keberkesanan pengajaran dapat dikaji secara terperinci.

Proses berfikir ini penting dalam pembelajaran aktif dan ia perlu dijalankan secara eksplisit bukan sahaja bagi guru menyemak ketepatan jawapan tetapi juga menilaikan proses pemikiran pelajar sepanjang kelas. Proses berfikir juga mempromosikan Deep Learning, seperti yang diterangkan Ron Ritchhart, Mark Church dan Karin Morrison (2011) dalam tukilan berikut,

“Surface learning focuses on memorization of knowledge and facts, often through rote practices, whereas deep learning has a focus on developing understanding through more active and constructive processes.”

Ternyata di sini yang pakej pelajaran yang tercipta masih belum dapat membolehkan pelajar mendalami pemahaman mereka kerana penilaian yang dijalankan tidak dapat menggambarkan proses pemikiran dan pemahaman pelajar terhadap imbuhan yang dipelajari.

Langkah 4 – Bertindak
Setelah berbincang secara tuntas, beberapa perubahan telah dilakukan atas pakej pengajaran yang asal. Kali ini strategi-strategi berfikir yang tertentu telah digunakan supaya pembelajaran lebih mendalam.


- **Set-up** – Sebelum membaca, guru menerangkan tujuan membaca. Pelajar perlu membaca dan menyenaraikan perkataan-perkataan yang berimbuhan ber.. dan ber..an.

- **Connect** – Selepas membaca dan menyenaraikan perkataan, guru akan menanyakan beberapa soalan seperti berikut:
  ▪ Apakah perkara yang sudah awak tahu tentang perkataan-perkataan ini serta penggunaan imbuhan ber.. dan ber..an?
  ▪ Bolehkah awak menyatakan fungsi-fungsi imbuhan tersebut berdasarkan penggunaannya?

---

15 Hal ini seiring dengan usulan Naim Daipi (1991) dalam pendekatan komunikatif
Penyoalan ini dapat membantu pelajar membuat kaitan antara pengetahuan sedia ada dan juga mengenal pasti perkara-perkara yang mereka belum tahu.


**Jadual dan Rajah**

Rajah 1: Proses pembelajaran aktif

---

16 Perbezaan kedua-kedua aktiviti ini terdapat dalam Lampiran B

427
Rajah 2: Tahap keyakinan pelajar sebelum pengajaran disampaikan

Rajah 3: Tahap Keyakinan Pelajar Selepas pengajaran disampaikan

Rajah 4: Markah Pelajar Dalam Ujian Sebelum Dan Sesudah Pengajaran
Jadual 1: Renungan Pelajar Sebelum dan Sesudah Pengajaran

| Nama             | Keyakian saya terhadap pengetahuan imbuhan ber-... dan ber-...an | Keyakian saya terhadap penggunaan imbuhan ber-... dan ber-...an setelah melakukan pembelajaran aktif | Mengapa? | Ayat ber-... an | Ayat ber-... an  \\
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Isroi</td>
<td>Tidak yakin</td>
<td>Yakin</td>
<td>Citgur Nurul telah menjelaskan fungsi- fungsii imbuhan ber dan ber. an dengan lebih jelas</td>
<td>Kamal berlari ke sekolah kerana dia hampir lewat.</td>
<td>Ramai orang beranggapan bahawa berasapun tidak penting.</td>
</tr>
<tr>
<td>Alf</td>
<td>Yakin</td>
<td>Yakin</td>
<td>Saya tuah bagaimana untuk mengunakan imbuhan ber dan ber an</td>
<td>Ayah saya berkereta biasa</td>
<td>Saya berfikir positif bila pekerjaan datang</td>
</tr>
<tr>
<td>Firdaus</td>
<td>Yakin</td>
<td>Yakin</td>
<td>Dapat mehmi dengan lanjut tentang imbuhan tersebut</td>
<td>Jomali ialah seorang yang berpendidikan kerana prestasinya di sekolah amat</td>
<td>Kita harus befikir positif untuk mengelakkan penasaran takut atau resah</td>
</tr>
<tr>
<td>Wina</td>
<td>Yakin</td>
<td>Yakin</td>
<td>Saya lebih memahami kegunaan imbuhan ber-...an.</td>
<td>Dih mula berkasi apabila diejek kawan-kawaninya</td>
<td>Nasihat tersebut berkena sentiasa befikir positif menehab diri saya</td>
</tr>
<tr>
<td>Hanif Arfa</td>
<td>Yakin</td>
<td>Yakin</td>
<td>Saya lebih memahami fungsi-fungsinya dan saya tuah bagaimana saya boleh gunakan dalam keg-kejar sekolah</td>
<td>Saya bergalan ke sekolah hari-hari dari rumah saya</td>
<td>Bu saya selalu menasihat saya supaya berpakai sopan.</td>
</tr>
<tr>
<td>Siti Aishah Yunus</td>
<td>Sangat yakin</td>
<td>Sangat yakin</td>
<td>Ini kerana saya sudah dapat mengenal pasi aikan fungsi imbuhan.</td>
<td>Saya sangat benci bertumit tinggi</td>
<td>Walaupun anak-anak yatin itu tidak berkemampuan, mereka tetap bersyukur</td>
</tr>
<tr>
<td>Nurul syahryah</td>
<td>Yakin</td>
<td>Sangat yakin</td>
<td>aktiviti yang saya telah melalui</td>
<td>saya tidak suka menggunakan kast burumt tinggi</td>
<td>aichah sangat berpengalaman dalam bidang telekomunikasi</td>
</tr>
<tr>
<td>Nur Neessa Shafeera</td>
<td>Tidak yakin</td>
<td>Yakin</td>
<td>Sekarang saya lebih tahu tentang penggunaan imbuhan-imbuhan tersebut untuk ubah suai perikatan-perkataan dalam ayat</td>
<td>Ibu berkenan pada waktu petang belakangan ini</td>
<td>Latat bertaubangan di atas sampai itu</td>
</tr>
</tbody>
</table>

3. Perbincangan dan Kesimpulan


Semasa aktiviti berkumpulan dijalankan, pelajar dilihat lebih vokal dan terlibat secara aktif dalam perbincangan untuk menyelesaikan tugas yang diberi. Pelajar seringkali didapat
merujuk kamus dalam talian dan nota yang diberi untuk mengenal pasti fungsi awalan ber- dan apitan ber-...an. Proses ini dilihat sebagai satu proses yang penting kerana tidak langsung ia juga dapat meningkatkan motivasi pelajar dan menggalakkan pembelajaran secara kendi.

Selanjutnya, dalam sesi aktiviti pembentangan, penggunaan ICT dilihat telah dapat membantu pelajar dalam mengembangkan dan menjelaskan pemikiran mereka serta mengukuhkan pemahaman mereka tentang topik pengajaran guru. Dalam masa yang sama, guru berkesempatan dalam menggunakan peluang yang ada untuk meninjau sejauh manakah kemampuan kumpulan pelajar yang lemah dalam menguasai kemahiran dan pengetahuan tentang topik pengajaran. Yang menarik perhatian pemerhati ialah guru berjaya menggunakan kesempatan tersebut untuk memberikan penjelasan kepada para pelajar tersebut dengan lebih lanjut.

Seterusnya, menerusi latihan menulis, iaitu aktiviti menganalisis kesilapan, pelajar kelihatan berhasil menunjukkan peningkatan pemahaman yang memberangsangkan. Berdasarkan teks yang diberikan, kebanyakan mereka mampu mengenal pasti penggunaan imbuhan yang tepat di samping mengaitkan fungsinya secara kontekstual dalam ayat.

Dapatan kajian yang menunjukkan bahawa prestasi dan keyakinan pelajar menunjukkan kemajuan yang memberangsangkan adalah seperti yang berikut. Daripada hanya 27 % pelajar yang pada awalnya menunjukkan rasa kurang yakin terhadap penggunaan awalan ber- dan apitan ber-...an, kini 100 % pelajar yakin dengan penggunaan awalan ber- dan apitan ber-...-an. Malah, mereka mampu untuk membina ayat yang menunjukkan maksud yang tepat untuk awalan ber-... dan apitan ber-...-an. Hal ini menunjukkan bahawa melalui pembelajaran aktif, mereka mampu menerangkan maksud dan fungsi awalan ber- dan apitan ber-...an mengikut penggunaannya dalam konteks ayat dengan lebih yakin.

Bertitik tolak daripada penggunaan ICT dalam pengajaran awalan ber- dan apitan ber-...-an ini, pemerhati mendapati bahawa guru mengalami sedikit cabaran semasa melaksanakan pakej pengajaran. Disebabkan masalah teknikal, sedikit kegenjutan telah berlaku semasa berlangsungnya pengajaran yang menggunakan peranti ICT ini. Sungguhpun demikian, guru berjaya mengatasi masalah tersebut dengan segera tanpa menjejaskan pengajaran secara total.

Pada keseluruhannya, berdasarkan maklum balas dan penelitian, didapati terdapat beberapa perkara yang boleh diperbaiki oleh guru. Pertama ialah cara pemilihan artikel atau teks. Pada pandangan pemerhati, pemilihan artikel seharusnya seimbang dan tujuan memberikan artikel yang berbeza kepada kumpulan pelajar yang berbeza perlu dijelaskan kepada para pelajar.

Kedua, pemilihan teks yang mengandungi beberapa patah perkataan yang boleh menimbulkan kekeliruan seharusnya dielakkan. Contohnya penggunaan perkataan ‘bertumit’ yang mengelirukan pemahaman pelajar.
Bagi membantu proses pengajaran yang berkesan, aktiviti perbincangan dilakukan secara 'modelling'. Guru boleh memberikan pelajar satu petikan yang sama untuk menjelaskan tugas yang perlu mereka lakukan. Setelah jelas apa dan bagaimana melakukan aktiviti yang diperlukan, guru boleh memberikan setiap kumpulan teks yang berbeza dan kemudian meminta setiap kumpulan menyelesaikan tugas yang sama. Dengan cara ini, pelajar akan lebih mahir untuk melakukan tugas yang diberi dengan lebih baik lagi.

Kesimpulannya, pakej pengajaran Pembelajaran Aktif dalam pengajaran imbuhan telah disediakan secara terancang. Pada keseluruhannya, penggunaannya dalam pengajaran bilik darjah adalah jelas dan menyeronokkan. Secara tidak langsung, pakej ini telah membantu pelajar mempertingkat pemahaman dan keupayaan mereka dalam memahami fungsi dan penggunaan awalan ber- dan apitan ber-.an secara kontekstual. Dengan pendedahan yang lebih luas dan berterusan menggunakan ICT dalam pengajaran bahasa, tentunya ia akan menjadi pemangkin kepada guru dalam usaha mempersiap para pelajar untuk lebih yakin dalam menjawab soalan A1 kertas peperiksaan peringkat nasional ataupun dalam penulisan karangan dan e-mail. Di samping itu, penggunaan aplikasi ICT seperti sebagai alat bantu pengajaran dan pembelajaran juga akan terus membantu guru dalam menjadikan pengajaran bahasa Melayu secara keseluruhannya menjadi lebih bermakna.

Rujukan


Scott Freeman. (2003) Active Learning Increases Student Performance in Science, Engineering and Mathematics. Vol 111 No 23 Proceedings of the National Academy of Sciences of The United States of America daripada: [http://www.pnas.org/content/111/23/8410.full#ref-list-1](http://www.pnas.org/content/111/23/8410.full#ref-list-1)
PENGUNGAN RUTIN BERFIKIR DALAM PENULISAN KARANGAN YANG BERKUALITI

(The Use of Thinking Routines in Writing Quality Compositions)

Norlizanah Mohamed Nor¹, Kasidah Khatoon Kasim Khan Surattee²

¹Sekolah Rendah Choa Chu Kang dan Pusat Bahasa Melayu Singapura, Singapura
²Sekolah Rendah Choa Chu Kang dan Pusat Bahasa Melayu Singapura, Singapura

norlizanah_mohamed_nor@moe.edu.sg
kasidah_khatoon_kasim_khan@moe.edu.sg


Kata kunci: rutin berfikir, karangan, LFT, LMK, AMAB-B

Abstract: Making Thinking Visible by Ritchhart R., Church M. and Morrson K. (2011) showcases Thinking Routines as a tool for building a systematic yet structured method to encourage critical thinking. An action research study based on the effectiveness of thinking routines was carried out to develop students’ thinking dispositions and simultaneously, enhance the level of students’ writing. The use of these routines will help to generate in-depth quality ideas to produce essays that show maturity while developing a strong storyline. The focus is on the three Thinking Routines; See-Think-Wonder, Red Light-Yellow Light and What Makes You Says That? to help students in the ideas-developing stage during writing. The findings show that 81.5% of students have been able to gain better scores for content after using the thinking routines. Thus, teachers involved in the action research conclude that Thinking Routines enrich classroom learning in content areas and unlock the creative minds of students.

Keywords: thinking routines, composition, See-Think-Wonder, Red-Light-Yellow-Light, What Makes You Say That
1. Pengenalan

Aspek pengembangan idea dalam karangan sering kali menjadi perbincangan hangat dalam kalangan guru-guru Bahasa Melayu. Murid-murid tidak menggunakan sepenuhnya deria penglihatan untuk meneliti gambar-gambar yang tertera.

Rutin berfikir LFT mendidik murid-murid meneliti setiap gambar, menggunakan masa sejenak untuk berfikir serta mengajukan pertanyaan-pertanyaan untuk meningkatkan pemahaman.

Rutin berfikir LMLK pula menggalakkan murid-murid untuk berfikir secara mendalam supaya dapat mengelakkan ketidakseimbangan idea.

Rutin berfikir AMAB-B merangsang kemahiran berfikir yang mana murid-murid dapat mengembangkan idea berpandukan bukti atau pengetahuan sedia ada yang logikal.

Berikut daripada itu, pengkaji menggunakan ketiga-tiga rutin berfikir untuk membantu murid-murid berfikir secara kritis dan berstruktur semasa mengembangkan isi karangan.

2. Ulasan Kajian Lepas


Oleh itu, berdasarkan rutin berfikir yang mampu menggalakkan murid meningkatkan pembelajaran secara kognitif dan visual serta pembelajaran secara kendiri, usaha kajian ini
akan dapat membantu murid menjana idea bagi menghasilkan karangan yang menunjukkan kematangan di mana murid berfikir dengan lebih mendalam. Hal ini boleh membantu murid untuk menghasilkan penulisan yang lebih menarik dan berkualiti.

**Jadual dan Rajah**

Bahagian ini akan menganalisis dapatan kajian secara kualitatif berdasarkan kelakonan bagi 27 orang murid. Analisis ini berasaskan data praujian dan pascaujian serta skala ukuran.

Secara keseluruhan, terdapat lonjakan markah yang ketara dalam pascaujian. Dapatan menunjukkan 81.5% murid menunjukkan kenaikan markah antara satu hingga empat markah. Jadual di bawah menunjukkan markah purata praujian ialah 11.6, manakala markah purata pascaujian ialah 14 markah. Dapatan tersebut menunjukkan anjakan peningkatan markah purata sebanyak 2.4. Berikut ialah taburan markah murid praujian dan pascaujian serta carta menunjukkan perbezaan markah.

**Jadual 1: Taburan Markah Murid dalam Praujian dan Pascaujian**

<table>
<thead>
<tr>
<th>Subjek Kajian</th>
<th>PRAUJIAN (Isi) (20 markah penuh)</th>
<th>PASCAUJIAN (Isi) (20 markah penuh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>M2</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>M3</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>M4</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>M5</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>M6</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>M7</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>M8</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>M9</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>M10</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>M11</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>M12</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>M13</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>M14</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>M15</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>M16</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>M17</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>M18</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>M19</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>M20</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>M21</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>M22</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>M23</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>M24</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>M25</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>M26</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>M27</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Min</td>
<td><strong>11.6</strong></td>
<td><strong>14</strong></td>
</tr>
</tbody>
</table>
Rajah 1: Taburan Markah Markah Praujian dan Pascaujian Murid

Oleh itu, dapatan kajian menunjukkan kemampuan strategi rutin berfikir untuk meningkatkan tahap berfikir dan peluasan idea murid-murid. Rutin-rutin yang dipilih bersesuaian dengan tahap kebolehan murid dan telah membuahkan hasil yang positif dari segi pencapaian murid. Ternyata, murid meraih manfaat dari segi kemahiran mengembangkan idea dalam karangan. Rutin-rutin yang digunakan dan aktiviti-aktiviti berbanding yang dijalankan telah berjaya menggalakkan murid berfikir dengan secara kreatif dan kritis bagi menjana idea. Pengkaji berpendapat jika strategi ini digunakan di dalam setiap kelas, lebih ramai murid akan dapat meluaskan idea-idea semasa penulisan karangan.

Selain itu, penelitian telah dilakukan untuk menunjukkan keyakinan murid. Ini merupakan penilaian individu mengenai keyakinan mereka menggunakan rutin berfikir dalam penulisan mereka. Kebanyakan murid yakin dengan penggunaan LFT, LMLK serta AMAB-B dalam proses merancang serta menolong mereka untuk menjana idea sebelum menulis karangan.

Penggunaan LFT dalam Karangan

Rajah 2: Maklum Balas Murid
3. Perbincangan dan Kesimpulan

Justeru itu, guru bercadang untuk menerapkan strategi ini untuk membantu murid-murid lain berfikir dengan lebih berstruktur and kritis. Diharapkan dengan pengenalan dan penerapan rutin berfikir, murid akan dapat manfaatkan pengajaran yang lebih berpandu untuk berfikir.


PENGGUNAAN TEKNIK DRAMA DALAM PENULISAN KARANGAN BERGAMBAR

Najiyyah Binte Mohamed Said1*, Nurhidayah Binte Ashari2, Siti Fadiah Binte Ramdan3

1 Sekolah Rendah Greenwood dan Pusat Bahasa Melayu, Singapura
2 Sekolah Rendah Greenwood Pusat Bahasa Melayu, Singapura
3 Sekolah Rendah Greenwood Pusat Bahasa Melayu, Singapura

*Pengarang Koresponden: siti_fadiah_ramdan@schools.gov.sg


Kata kunci: teknik drama, roller-coaster emosi, cerita gambar, tanpa kata, karangan bergambar, rubrik penilaian karangan (Isi)

Abstract: Primary 5 students often face problems in writing creative compositions. They face difficulties in developing ideas and content for their picture-based compositions. Picture-based compositions are composed of 5 pictures before ending with an empty square as a the sixth picture. Students are to develop an interesting end to the story. As such, the content of the composition is entirely dependent on what is seen in the pictures. For such a reason, creativity is rarely seen. The compositions written by students often end up being lackluster, lacking in aesthetics. This research seeks to evaluate the use of drama in improving creative thinking and...
assessing if drama techniques may be used in improving the grade scale of Primary 5 students. 37 Primary 5 students with average abilities were highlighted as research samples. The approach employed in this study are Emotional Roller-Coster, Without Words and Pictorial Stories. Rubrik penilaian karangan yang direka khusus juga telah digunakan dalam kajian ini. Rubrik tersebut telah digunakan dalam praujian dan pascaujian untuk mengukur pencapaian kumpulan kajian. Analisis data yang dikumpulkan secara kuantitatif menunjukkan bahawa peningkatan yang diraih oleh kumpulan kajian sangat ketara. Dapatan kajian juga menunjukkan keberkesanan teknik drama kerana terdapat kemajuan dalam pencapaian kumpulan kajian.

Keywords: teknik drama, roller-coaster emosi, cerita gambar, tanpa kata, karangan bergambar, rubrik penilaian karangan (Isi)

1. Pengenalan

Kemahiran menulis karangan merupakan salah satu kemahiran yang amat penting bagi murid-murid. Murid-murid yang dapat mengolah karangan dengan baik dapat mengembangkan isi karangan dengan menarik dan kreatif.


Menurut Mana Sikana (2005), drama yang dikatakan hasil kreatif dapat melahirkan murid-murid yang kreatif. Oleh itu, penggunaan teknik drama dalam pengajaran dan pembelajaran Bahasa Melayu dilihat mampu memperkembangkan potensi murid-murid.


cerita kepada murid-murid dan bagi memperlihatkan kepentingan pemilihan dialog atau monolog yang kritikal dalam sesuatu cerita.


1.1 Pernyataan Masalah


Oleh yang demikian, guru telah memperkenalkan ketiga-tiga teknik drama bagi membantu murid untuk menjana idea agar penulisan karangan mereka membuahkan satu hasil yang lebih kreatif dan mempunyai daya estetika yang lebih tinggi.

1.2 Tujuan Kajian

Kajian ini dijalankan untuk mengkaji keberkesanan teknik drama dalam mempertingkat kebolehan murid-murid darjah 5 bertahap sederhana tinggi untuk berfikir secara kreatif dan mengukur sama ada teknik drama boleh membantu mereka memperoleh markah satu skala lebih tinggi bagi isi karangan.

2. Ulasan Kajian Lepas

Menurut Bason (2005), murid-murid yang menjalani pendekatan drama menerusi pengajaran dan pembelajaran di sekolah mencapai peningkatan dalam pembelajaran mereka serta membangkitkan keyakinan mereka berinteraksi dan cara mereka berfikir. Kajian ini jelas memaparkan kesan yang positif terhadap pertumbuhan murid-murid yang menentuh aspek fizikal, emosional, sosial dan juga kognitif. Ini bermakna, pendekatan drama bukan sahaja dapat membina kekuatan mental murid-murid tetapi dapat membina seorang murid yang serba boleh yang sesuai dengan tuntutan sistem pengajaran dan pembelajaran yang bersifat global.

Menurut Peregoy dan Boyle (2008) hasil cerita yang dilakonkan secara kolaboratif bersama rakan sekumpulan atau sekelas dapat membantu murid-murid menggunakan pengalaman mereka bagi memindahkan idea yang dicetus ke atas kertas bersesuaian dengan tahap perkembangan literasi setiap murid.
McCaslin (2009) pula menerangkan bahawa semasa mengajar, guru perlu ingat bahawa menggunakan teknik drama yang pelbagai turut merangsang murid untuk menggunakan deria yang pelbagai. Hal ini akan membuat pembelajaran lebih efektif.

3. Perbincangan dan Kesimpulan
3.1 Subjek Kajian

Seramai 37 orang murid darjah 5 tahap sederhana tinggi dari kelas yang sama telah dipilih sebagai subjek kajian.

3.2 Instrumen Kajian

Beberapa instrumen telah digunakan dalam kajian ini:

1. Pemantauan praujian dan pascaujian

Dapatan praujian dan pascaujian digunakan untuk melihat sejauh mana pengajaran berasaskan teknik drama dapat mempertingkat pencapaian murid-murid dalam penulisan karangan. Data daripada praujian dan pascaujian dikumpulkan secara kuantitatif. Kemudian, analisis statistik dilakukan untuk meninjau keberkesanan pengajaran secara eksplisit. Rajah 1 menggariskan reka bentuk kajian, G1 merupakan kumpulan kajian manakala Simbol ‘X’ pula menandakan intervensi yang dijalankan bagi kumpulan kajian.

<table>
<thead>
<tr>
<th>Reka bentuk praujian dan pascaujian kumpulan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Praujian</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>G1</td>
</tr>
<tr>
<td>O2</td>
</tr>
</tbody>
</table>

Rajah 1: Reka Bentuk Kajian

Rubrik penilaian

Kebolehan murid-murid mengembangkan isi dalam penulisan karangan bergambar semasa praujian dan pascaujian dinilai berdasarkan rubrik penilaian (Rajah 2) yang telah direka khas untuk kajian tindakan ini. Rubrik penilaian yang mempunyai 20 markah maksima dibina berdasarkan skema pemarkahan karangan darjah 5 dan Peperiksaan Tamat Sekolah Rendah (PSLE). Rubrik itu bertumpu kepada empat bahagian iaitu Ketepatan, Kepadatan, Olahan Cerita dan Jalan Cerita. Rubrik penilaian murid menjadi data yang dikumpul secara kuantitatif untuk dianalisis dan diteliti sama ada wujud perbezaan yang signifikan secara statistik.
Jadual 1: Rubrik Pemarkahan

<table>
<thead>
<tr>
<th>Jalur</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Julat Markah</td>
<td>17-20</td>
<td>13-16</td>
<td>9-12</td>
<td>5-8</td>
<td>1-4</td>
</tr>
<tr>
<td>Ketepatan</td>
<td>• menepati kehendak cerita</td>
<td>• menepati kehendak cerita</td>
<td>• setakat yang dikehendaki soalan</td>
<td>• kurang daripada biasa</td>
<td>• kurang menepati kehendak cerita</td>
</tr>
<tr>
<td>Kepadatan</td>
<td>• isi lebih daripada mencukupi</td>
<td>• isi agak banyak</td>
<td>• isi mencukupi</td>
<td>• isi tidak mencukupi</td>
<td>• isi sangat tidak mencukupi</td>
</tr>
<tr>
<td>Olahan</td>
<td>• isi dikembangkan dengan sepenuhnya perkembangan cerita amat menarik memasukkan banyak hal lain yang berkaitan bagi melengkapkan karangan secara menyeluruh</td>
<td>• isi tidak dikembangkan dengan sepenuhnya perkembangan cerita menarik memasukkan sedikit hal lain yang berkaitan bagi sebahagian karangan</td>
<td>• isi dikembangkan pada umumnya perkembangan cerita agak jelas tetapi kurang menarik</td>
<td>• isi kebanyakannya tidak dikembangkan bergantung sepenuhnya a pada soalan panduan</td>
<td>• isi tidak jelas dan mengelirukan</td>
</tr>
<tr>
<td></td>
<td>• cerita</td>
<td>• watak dan emosi</td>
<td>• intepretasi yang kreatif</td>
<td>• jalan cerita lengkap dan sangat licin</td>
<td>• jalan cerita lengkap dan licin</td>
</tr>
</tbody>
</table>

3.3 Prosedur Kajian

Kajian ini dijalankan selama 5 minggu semasa penggal tiga dari bulan Ogos hingga penggal empat, bulan September pada tahun 2017. Subjek kajian melalui 3 sesi intervensi dalam satu minggu yang dijalankan oleh guru Bahasa Melayu kumpulan itu. Setiap sesi mengambil masa 3 waktu (1 setengah jam). Berikut merupakan penerangan terperinci bagi sesi intervensi yang dijalankan di dalam kelas kumpulan kajian.

Minggu Praujian

Sebelum sesi intervensi, murid-murid telah menjalani praujian. Mereka dikehendaki untuk menulis karangan bergambar (gambar 1 hingga 5 sahaja) yang telah diberi oleh guru.
Penulisan murid adalah berdasarkan kemampuan dan pengetahuan sedia ada mereka. Setiap murid telah didedahkan dengan Pakej Penulisan yang telah diberikan pada awal tahun.

Minggu 1 dan 2

Sebagai aktiviti lanjutan, setiap kumpulan menulis satu perenggan mengenai seorang watak yang melalui keempat-empat perasaan yang telah dilakonkan itu.

Minggu 3

Minggu 4

Minggu 5 – Pemerhatian oleh Guru Pakar dari Pusat Bahasa Melayu Singapura (MLCS)


Setelah itu, setiap kumpulan berbincang sambil menulis karangan bagi gambar bersiri A atau B (gambar 1-5 sahaja) berdasarkan pengalaman mereka berlakon dan melihat lakonan kumpulan A atau B tadi. Mereka perlu memasukkan hal-hal berkenaan dengan pembelajaran tiga teknik drama yang telah mereka lalui. Kemudian, guru mengarahkan mereka agar menyerlahkan bahagian-bahagian dalam karangan mereka yang mencerminkan hasil daripada pembelajaran ketiga-tiga teknik drama itu.

Minggu Pascaujian

Bagi pascaujian, setiap murid dikehendaki menulis kembali karangan gambar bersiri yang telah mereka tuliskan semasa praujian. Setelah itu, guru membandingkan perbezaan dari segi konteks yang diserahkan oleh setiap gambar yang ditulis semasa pascaujian dan praujian.

3.4 Dapatan Kajian dan Perbincangan

Analisis data dalam kajian ini dijalankan berdasarkan rubrik penilaian bagi mengukur pencapaian murid-murid. Rubrik tersebut menjadi data yang dikumpul secara kuantitatif untuk dianalisis dan diteliti sama ada wujud perbezaan yang signifikan secara statistik.
Dalam kajian ini, teknik pengumpulan statistik yang dipanggil ‘paired t-test’ telah digunakan untuk mendapatkan data tentang keberkesanan pengajaran teknik drama dalam penulisan karangan bergambar. Teknik ‘paired t-test’ dipilih kerana sesuai digunakan dalam kajian yang melibatkan perbandingan antara dua sampel markah, iaitu markah praujian dan pascaujian.

Sebuah perisian statistik yang menggunakan teknik ‘paired t-test’ telah digunakan. Dalam teknik ‘paired t-test’ ini, sampel yang memperoleh nilai yang sama atau kurang daripada 0.05 telah meraih peningkatan yang ketara manakala sampel yang memperoleh nilai yang lebih daripada 0.05 tidak menunjukkan sebarang peningkatan yang ketara. Kajian ini mendapati bahawa nilai yang diperoleh setelah markah keseluruhan praujian dan pascaujian disertakan dalam formula ‘paired t-test’ ialah <0.0001.

Dapatan ini (Rajah 3) menunjukkan bahawa kumpulan kajian telah menunjukkan peningkatan markah yang sangat ketara setelah melalui pengajaran teknik drama. Dapatan juga menunjukkan bahawa murid-murid tersebut telah mencapai peningkatan markah yang tinggi.

**Jadual 2: Julat Perbezaan Markah bagi Isi Karangan dalam Praujian dan Pascaujian Murid**

<table>
<thead>
<tr>
<th>Murid</th>
<th>Markah Isi (Praujian)</th>
<th>Markah Isi (Pascaujian)</th>
<th>Murid</th>
<th>Markah Isi (Praujian)</th>
<th>Markah Isi (Pascaujian)</th>
<th>Murid</th>
<th>Markah Isi (Praujian)</th>
<th>Markah Isi (Pascaujian)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10</td>
<td>13</td>
<td>14</td>
<td>11</td>
<td>13</td>
<td>27</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>11</td>
<td>13</td>
<td>15</td>
<td>10</td>
<td>13</td>
<td>28</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>10</td>
<td>12</td>
<td>16</td>
<td>11</td>
<td>13</td>
<td>29</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>10</td>
<td>12</td>
<td>17</td>
<td>11</td>
<td>13</td>
<td>30</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
<td>13</td>
<td>18</td>
<td>11</td>
<td>13</td>
<td>31</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>6</td>
<td>11</td>
<td>13</td>
<td>19</td>
<td>11</td>
<td>13</td>
<td>32</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>7</td>
<td>12</td>
<td>13</td>
<td>20</td>
<td>11</td>
<td>13</td>
<td>33</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>8</td>
<td>11</td>
<td>13</td>
<td>21</td>
<td>11</td>
<td>13</td>
<td>34</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>9</td>
<td>11</td>
<td>13</td>
<td>22</td>
<td>11</td>
<td>13</td>
<td>35</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>10</td>
<td>12</td>
<td>13</td>
<td>23</td>
<td>11</td>
<td>12</td>
<td>36</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>11</td>
<td>10</td>
<td>12</td>
<td>24</td>
<td>11</td>
<td>13</td>
<td>37</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>13</td>
<td>25</td>
<td>11</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>11</td>
<td>13</td>
<td>26</td>
<td>11</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Rajah 2: Perbandingan skala praujian dan pascaujian subjek kajian**
Seperti yang digambarkan dalam Rajah 2, kesemu 37 orang murid telah memperoleh peningkatan markah antara 1 hingga 3 markah selepas pascaujiian. Berdasarkan Jadual 1 (Rubrik Pemarkahan), dapat dilihat bahawa jalur yang terbaik merupakan jalur 1. Berkaitan dengan jadual tersebut, Rajah 4 menunjukkan jumlah murid yang telah beralih dari jalur 3 ke jalur 2. Daripada Rajah 2, juga dapat dilihat bahawa seramai 30 orang murid telah berjaya memperoleh markah satu skala lebih tinggi bagi isi karangan.

3.5 Kesimpulan

Kajian ini menunjukkan bahawa intervensi yang dijalankan berjaya menghasilkan peningkatan markah yang sangat ketara dan memberangsang. Hal ini jelas dilihat melalui analisis data yang dikumpulkan secara kuantitatif.


Secara keseluruhannya, teknik drama dan penulisan karangan amat sesuai untuk digandingkan disebabkan pemberatan kepada aspek penilaian watak yang amat penting dalam penulisan kreatif. Ilmu yang diraih oleh murid-murid memberi mereka ruang untuk berfikir secara kritis dan inventif, sejajar dengan nilai-nilai teras Kementerian Pendidikan Singapura bagi Kecekapan Abad-21.

Rujukan


J Bason (2005), The Benefits of Drama Education, Drama Education Network.


PERANAN GURU BESAR DALAM PENGURUSAN KOKURIKULUM DARIPADA PERSPEKTIF GURU PENASIHAT KOKURIKULUM SEKOLAH RENDAH DI ZON CHERAS, DAERAH HULU LANGAT, SELANGOR.

Azmi Bin Zakaria¹, Ahmad Zamri Bin Mansor¹
Fakulti Pendidikan, UKM, Bangi Malaysia.

azmizakaria1967@gmail.com
Azamri.mansor@gmail.com


Kata kunci: Peranan, Pengurusan Kokurikulum, Perspektif guru.

Abstract: This study aims to examine the perspective of cocurricular advisory teacher towards the role of principal in managing the cocurricular at national schools in the Zone Cheras, Hulu Langat. The role of principal is examined based on the aspects as a leader, planner, coordinator, and supervisor of cocurricular. This quantitative study using survey technic also attempts to see the difference in the role of principal in the management of cocurricular against the demographic factors such as gender, school grades and working experience as well as the relationship with the school’s achievement in cocurricular. The sample studies consists of 338 teachers who are currently serving and hold the task as an advisor of cocurricular in 13 national schools in the Zone of Cheras, Hulu Langat, Selangor. The sample selection is based on simple random. The collection of data uses the questionnaire that has been attested and accredited as
following the local context. The data obtained were analyzed using descriptive method to explain the mean score and the standard deviation to describe each dimension studied using Statistical Packages for Social Science (SPSS) version 22. In conclusion, the findings show that the headmasters in the study schools have successfully implemented the effective management role of leadership, planning, coordinator and supervision in ensuring the successful implementation of co-curricular activities in schools.

**Keywords:** Role, Curriculum management, Teacher’s perspective.

---

**Pengenalan**

Kebanyakan pelajar Bahasa Melayu telah menggunakan imbuhan dalam konteks perbualan mereka di rumah. Namun begitu, lazimnya, pelajar menggunakan imbuhan tanpa menyedari akan fungsinya yang sebenar. Oleh yang demikian, guru perlu mengajar pelajar tentang


---

**Pernyataan Masalah**

memberikan pelajar peluang untuk membangunkan bakat dan minat mereka di luar persekitaran bilik darjah yang formal. Pelbagai sumber dan contoh telah dikemukakan untuk membuktikan bahawa kepentingan kokurikulum sebagai wadah paling sesuai dan realistik untuk membangunkan pelajar yang holistik serta berfikir diluar kotak pemikiran (Ahmad Esa, Mohd Khir Mohd Nor, Nawawi Jusoh, Norashidah Abd Rahman, & Zalinah Salehon, 2015). Kajian oleh Mohd Nor (2013) jelas menunjukkan bahawa wujud korelasi yang tinggi antara peranan pengetua sebagai pengurus kokurikulum dengan tahap penglibatan murid dalam aktiviti yang dijalankan. Menurut beliau, sekitanya peranan pengetua sebagai pengurus kokurikulum pada tahap yang tinggi, maka penglibatan murid dalam kegiatan ini juga akan meningkat.

Kerangka Konseptual Kajian


KAJIAN LITERATUR

Terdapat banyak kajian lepas yang menunjukkan pengurusan yang baik oleh pentadbir sekolah mempengaruhi keberkesan kerja kokurikulum di sebahagian sekolah. Kajian Nor Suhara (2011) menunjukkan terdapat hubungan yang positif antara faktor kepimpinan dan peranan yang dimainkan oleh pengetua dengan kecemerlangan kokurikulum sekolah. Kajian ini disokong oleh Norziana (2013), yang mendapati pengetua mempunyai tugas dan
tanggungjawab menguruskan pelaksanaan aktiviti kokurikulum di sekolah secara keseluruhannya iaitu dengan mengagih tugas kepada guru-guru, menyelia program, mengawal tingkah laku pelajar, memilih jurulatih dan menguatkuasakan dasar terhadap penggunaan kemudahan dan peralatan.

Jaggil, Baharom, Shukri dan Mohd Yusof (2011) dalam kajian mereka tentang sikap guru terhadap aktiviti kokurikulum dan hubungannya dengan amalan pengurusan kokurikulum dalam kalangan guru sekolah menengah mendapati pengetua harus memantau ketua-ketua guru penasihat kokurikulum agar sentiasa mengamalkan pengurusan persatuan masing-masing pada tahap yang tinggi. Perbincangan harus dilakukan dan pandangan mereka diambil kira dalam perancangan tahunan sekolah. Lebih dari itu, penghargaan dan pengiktirafan terhadap pencapaian kokurikulum perlu diberikan setiap tahun dan aktiviti kokurikulum pula diberikan penekanan sewajarnya di sekolah.

Kajian Burnham (2010) pula mendapati setiap aktiviti, kegiatan atau pengurusan perlu disasarkan untuk mencapai objektif peningkatan kepengetahuan dan kemenjadian manusia secara menyeluruh dan bersepada bermula dengan persediaan mentadbir, mengelola, komunikasi dan membuat keputusan yang dilakukan secara efektif dan strategik. Ini kerana keseluruhan objektif pengurusan kokurikulum yang baik adalahahbertujuan untuk melihat keberkesanan pelaksanaan, memudahkan pemantauan, keperluan membuat penilaian, mempertingkat dan memperbaiki pencapaian, mencemelangkang dan melaksanakan aktiviti yang diwajibkan sebagaimana yang telah ditetapkan oleh organisasi masing-masing.

PERBINCANGAN DAN KESIMPULAN

S1.Tahap peranan guru besar dari segi perspektif guru penasihat dalam pengurusan kokurikulum sebagai pemimpin

Secara keseluruhannya peranan guru besar dari segi perspektif guru penasihat dalam pengurusan kokurikulum sebagai pemimpin berada pada tahap sangat tinggi (min = 4.4172 dan sp = 0.20543). Bagi setiap item dalam peranan guru besar dalam pengurusan kokurikulum sebagai pemimpin menunjukkan item yang mempunyai min yang paling tinggi ialah guru besar mempunyai pengetahuan yang mencukupi untuk mengurus kokurikulum (min = 4.5385 dan sp = 0.51678). Dari segi kekerapan dan peratusan menunjukkan seramai 335 (99.1%) guru penasihat menyatakan setuju dan sangat setuju dan seramai 3 orang (0.88%) guru penasihat yang menyatakan tidak setuju dan sangat tidak setuju. Seterusnya min yang paling rendah pula ialah bagi item guru besar sentiasa berbincang dengan guru-guru penasihat kokurikulum untuk tujuan penambahbaikan (min = 4.1805 dan sp =0.46857). Dari segi kekerapan dan peratusan menunjukkan seramai 328 orang (97.04%) guru penasihat menyatakan setuju dan sangat setuju dan seramai 10 orang (2.96%) guru penasihat menyatakan tidak setuju dan sangat tidak setuju. Dapatan untuk aspek guru besar sebagai pemimpin kokurikulum dalam kajian di atas menunjukkan persepsi guru penasihat terhadap peranan kepimpinan guru besar di sekolah kebangsaan zon Cheras adalah sangat tinggi. Kepimpinan sekolah iatu guru besar dilihat mampu menjadikan pelaksanaan aktiviti kokurikulum mencapai tahap terbaik dengan sokongan guru penolong kanan kokurikulum dan semua guru penasihat.

451
S2. Tahap peranan guru besar dari segi perspektif guru penasihat dalam pengurusan kokurikulum sebagai pengelola.

Secara keseluruhannya peranan guru besar dari segi perspektif guru dalam pengurusan kokurikulum sebagai pengelola berada pada tahap sangat tinggi (min = 4.3605 dan sp = 0.226093). Bagi setiap item dalam peranan guru besar dalam pengurusan kokurikulum sebagai pengelola menunjukkan item yang mempunyai min yang paling tinggi ialah guru besar menentukan komponen dan menubuhkan unit-unit kokurikulum yang sesuai dengan minat pelajar (min = 3.90 dan sp = 0.870). Dari segi kekerapan dan peratusan menunjukkan seramai 335 orang (99.1%) guru penasihat menyatakan setuju dan sangat setuju dan seramai 3 orang (0.89%) guru penasihat yang menyatakan tidak setuju dan sangat tidak setuju. Seterusnya bagi item yang mempunyai min yang paling rendah ialah guru besar menyediakan buku panduan aktiviti kokurikulum (min 4.0444 dan sp = 0.46966). Dari segi kekerapan dan peratusan menunjukkan seramai 308 orang (91.12%) guru penasihat menyatakan setuju dan sangat setuju dan seramai 30 orang (8.875 %) guru menyatakan tidak setuju dan sangat tidak setuju. Guru besar sekolah yang terlibat dalam kajian ini didipati telah melaksanakan peranannya dengan baik dan jawatankuasa kokurikulum sekolah berfungsi dengan sepatutnya. Selain itu, guru besar juga menyediakan panduan bagi mengelolakan aktiviti yang berkaitan kokurikulum di samping menyediakan dengan secukupnya input dan kemudahan yang terdapat di sekolah untuk dijadikan panduan oleh guru-guru dalam menjalankan kokurikulum dan telah menentukan bidang tugas bersesuaian dengan minat dan bakat yang ada pada mereka.

S3. Tahap peranan guru besar dari segi perspektif guru penasihat dalam pengurusan kokurikulum sebagai perancang.

Secara keseluruhannya peranan guru besar dari segi perspektif guru dalam pengurusan kokurikulum sebagai perancang berada pada tahap sangat tinggi (min = 4.4700 dan sp= 0.20872). Bagi setiap item dalam peranan guru besar dalam pengurusan kokurikulum sebagai perancang menunjukkan item yang mempunyai min yang paling tinggi ialah guru besar memastikan tugas-tugas khusus guru yang terlibat dan tanggungjawab guru ditentukan dengan jelas (min = 4.5769 dan sp = 0.50074). Dari segi kekerapan dan peratusan menunjukkan bahawa seramai 337 orang (99.7%) guru penasihat menyatakan setuju dan sangat setuju dan seramai 1 orang (0.33%) guru penasihat menyatakan tidak setuju dan sangat tidak setuju. Seterusnya item yang mempunyai min yang paling rendah ialah guru besar memastikan dasar-dasar utama yang digubal oleh ketua kokurikulum selaras dengan misi dan visi sekolah (min = 4.4083 dan sp = 0.51001). Dari segi kekerapan dan peratusan menunjukkan seramai 335 orang (99.11%) guru penasihat menyatakan setuju dan sangat setuju dan seramai 3 orang (0.80%) guru penasihat menyatakan tidak setuju dan sangat tidak setuju.

S4. Tahap peranan guru besar dari segi perspektif guru penasihat dalam pengurusan kokurikulum sebagai penyelia.

Secara keseluruhannya peranan guru besar dari segi perspektif guru penasihat dalam pengurusan kokurikulum sebagai penyelia berada pada tahap sangat tinggi (min = 4.5013 dan sp = 0.14322 ). Bagi setiap item dalam peranan guru besar dalam pengurusan kokurikulum sebagai penyelia menunjukkan item yang mempunyai min yang paling tinggi ialah guru besar menitikberatkan keselamatan pelajar semasa aktiviti kokurikulum dijalankan sama ada dalam...
dan luar sekolah (min = 4.6183 dan sp = 0.49257). Dari segi kekerapan dan peratusan menunjukkan seramai 237 orang (99.7%) guru penasihat menyatakan setuju dan sangat setuju dan seramai 1 orang (0.30%) guru penasihat menyatakan tidak setuju. Seterusnya bagi item yang mempunyai min yang paling rendah ialah guru besar memastikan pencapaian semua pelajar dalam aktiviti kokurikulum direkodkan dengan sempurna (min = 4.2959 sp = 0.46991). Dari segi kekerapan dan peratusan menunjukkan seramai 336 orang (99.40%) guru penasihat menyatakan setuju dan sangat setuju dan seramai 2 orang (0.60%) guru penasihat menyatakan tidak setuju dan sangat tidak setuju.

S5. Perbezaan perpektif guru penasihat terhadap peranan guru besar dalam pengurusan kokurikulum sekolah berdasarkan gred sekolah.

Jadual 1. Perbezaan faktor gred sekolah

<table>
<thead>
<tr>
<th></th>
<th>T</th>
<th>DF</th>
<th>SIG</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEMIMPIN</td>
<td>-.728</td>
<td>336</td>
<td>.467</td>
</tr>
<tr>
<td>PENGELOLA</td>
<td>2.006</td>
<td>336</td>
<td>.046</td>
</tr>
<tr>
<td>PERANCANG</td>
<td>.253</td>
<td>336</td>
<td>.800</td>
</tr>
<tr>
<td>PENYELIA</td>
<td>3.006</td>
<td>336</td>
<td>.003</td>
</tr>
</tbody>
</table>

S6. Perbezaan perspektif guru penasihat terhadap peranan guru besar dalam pengurusan kokurikulum sekolah berdasarkan jantina.

Jadual 2. Perbezaan faktor jantina

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pemimpin</td>
<td>-3.071</td>
<td>336</td>
<td>.002</td>
</tr>
<tr>
<td>Pengelola</td>
<td>-2.882</td>
<td>336</td>
<td>.004</td>
</tr>
<tr>
<td>Perancang</td>
<td>-2.980</td>
<td>336</td>
<td>.003</td>
</tr>
</tbody>
</table>

S7.Perbezaan perspektif guru penasihat terhadap peranan guru besar dalam pengurusan kokurikulum sekolah berdasarkan pengalaman bertugas.


Kesimpulan

Kajian yang telah dijalankan ini mendapati pemimpin sekolah iaitu guru besar di sekolah-sekolah kajian dapat memainkan peranan sebagai pengurus sekolah dan pengurus kokurikulum dengan cemerlang daripada aspek-aspek yang dikaji. Namun terdapat perbezaan dari sudut perspektif guru penasihat berdasarkan gred sekolah, jantina dan pengalaman bertugas. Walaupun kajian ini menunjukkan bahawa guru besar sangat berperanan sebagai pengurus kokurikulum, faktor-faktor lain juga turut membantu kepada pencapaian cemerlang aktiviti kokurikulum di sekolah. Bagi menjamin keberkesanan pengurusan dan pelaksanaan kokurikulum, guru besar, penolong kanan kokurikulum serta guru-guru penasihat harus bersama mengembling idea dan tenaga agar matlamat yang ditetapkan dapat dicapai dengan jayanya. Guru besar perlu mempunyai perancangan yang strategik untuk menentukan hala tuju yang jelas agar dapat difahami yang diterima oleh seluruh jawatankuasa kokurikulum sekolah.
RUJUKAN


TAHAP STRES DALAM KALANGAN GURU PRASEKOLAH DI DAERAH KUALA SELANGOR

Shamsul Rizal Bin Mohd Judi1,*; Prof Madya Dr Khalim Bin 2

1 Fakulti Pendidikan, Universiti Kebangsaan Malaysia
2 Pusat Citra, Universiti Kebangsaan Malaysia

*Pengarang Koresponden: shamsulrizalmj@gmail.com


Kata kunci: hubungan pentadbir guru, beban tugas, tahap stres, stres guru

Abstract: This study aims at identifying the level of stress as well as factors that influence it among pre-school teachers. A total of 52 teachers in the district of Kuala Selangor were selected as respondents in this study. Stress factors were examined in terms of workload, interpersonal relationships and administrator-teacher relationship. The research instrument used is a questionnaire. The research method used was survey method and sampling was randomly selected. Data were analysed using Statistical Packages for Social Sciences (SPSS) for Windows software. Descriptive statistics of frequency and mean were used to analyse the stress level while inferential statistics used ANOVA one-way analysis. The results of the study were expressed in descriptive form (frequency and percentage). The findings showed that pre-primary school teachers experienced low stress levels. This showed that the level of stress was not influenced by the respondents' personality as well as factors such as workload, interpersonal relationships and administrator-teacher relationship.

Keywords: administrator-teacher relationship, task load, stress level, teacher stress
1. Pengenalan

Stres atau tekanan membawa maksud apa sahaja pengaruh yang mengganggu keseimbangan semula jadi tubuh badan (Stranks, 2005). Stranks menyatakan bahawa stres akan menyebabkan tindak balas perubahan persekitaran, psikologi, perasaan kelesuan dalam masa yang panjang kerana kegagalan untuk menanggung masalah, kebolehan dan keupayaan bagi memenuhi kehendak tertentu. Stres merupakan pengalaman yang dihadapi dalam kehidupan manusia yang berpunca daripada peristiwa kehidupan sama ada dalam bentuk fizikal, sosial dan psikologi. Dalam hal ini, guru yang menghadapi stres adalah guru yang tidak dapat mengawal emosi mereka terhadap perubahan budaya pendidikan yang bukan sahaja untuk memberi ilmu pengetahuan tetapi perlu mendidik manusia agar menjadi masyarakat yang berguna.

Stres dilihat menyumbang kepada kurangnya kepuasan kerja di kalangan warga pendidik. Stres yang dialami menjadikan prestasi kerja guru. Untuk itu pihak-pihak yang berkenaan perlu mencari jalan penyelesaian agar golongan guru prasekolah ini tidak tertekan dan mereka mampu memberi sepenuh komitmen terhadap tugas dan tanggungjawab yang diberi dalam memastikan kualiti pendidikan negara berada pada tahap yang cemerlang.

Menurut Saporah Sipon (2007) guru yang gagal mengawal diri akibat stres akan memberi kesan kepada perhubungan antara guru dengan pelajar dan juga kualiti dalam aspek pengajaran dan pembelajaran guru itu sendiri. Keadaan ini sekali gus boleh menyebabkan kualiti pendidikan dan juga profesionergurupendidikan dan ini secara tidak langsung akan membantu mewujudkan sebuah masyarakat yang mampu membawa negara ke tahap yang lebih cemerlang dan gemilang khususnya mutu pendidikan. Stres kerja yang tinggi akan membawa kepada rasa tidak puas hati terhadap kerja yang dilakukan dan akhirnya sikap suka mengelak dan mengabaikan kerja akan terhasil. Ia juga akan menyebabkan suasana kerja yang teruk dan membawa kepada keinginan untuk meninggalkan profesi keguruan.

Dalam kajian ini, penyelidik ingin mengkaji tahap stres guru-guru prasekolah sekolah rendah di Kuala Selangor dengan memberi tumpuan kepada bebanan tugas, penghargaan dan sokongan dari pentadbir dan hubungan sesama rakan sekera kerja yang menyumbang kepada stres guru. Stres di tempat kerja memberi pengaruh yang tinggi terhadap mutu perkhidmatan, kepuasan dan sikap terhadap kerja. Tahap stres yang tinggi akan mengakibatkan kemerosotan mutu kerja (Ambotang & Hashim, 2002). Justeru itu, tahap stres dan faktor-faktor yang mempengaruhinya sangat penting untuk dikaji bagi mengelakkan lebih banyak perkara buruk yang melanda institusi pendidikan negara kita.

2. Ulasan Kajian Lepas

Stres adalah satu keadaan dinamik di mana individu menghadapi sesuatu peluang atau permintaan berkaitan dengan apa yang dikehendaki di mana hasil yang diterima itu adalah tidak pasti dan tidak penting (Robbins dan Stephen, 2000). Menurut Sidi H dan Shaharom
H.M, (2002), stres merupakan sebahagian daripada kehidupan manusia sejak dahulu lagi tanpa disedari. Ia berubah wajah mengikut peredaran masa

Stres merupakan satu desakan atau paksaan yang diterima oleh seseorang. Ada yang merujuk stres kerja dari sudut sosial iaitu tindak balas tingkah laku daripada satu individu kepada individu yang lain. Kebanyakan literatur menyatakan apabila pekerja tidak berupaya memenuhi kehendak tugas yang diarahkan maka akan wujud stres terhadapnya.

Stres sering berlaku dalam kehidupan dan sangat berkait rapat dengan amalan gaya hidup, tingkah laku seseorang, masalah kekeluargaan, pembangunan dalam proses urbanisasi dan kejutan budaya terhadap pemodenan yang pesat. Stres di tempat kerja terjadi apabila keperluan kerja tidak bersesuaian dengan kebolehan, sumber dan kehendak pekerja yang mana ia memberi kesan terhadap psikologi dan fisiologi manusia (Jamaludin et al.,2012). Conley dan Woosley (2000) menyatakan bahawa kajian mengenai stres adalah sangat penting dan perlu dilakukan dalam memahami kesan persekitaran kontemporari ke atas individu. Istilah stres mula digunakan sekitar tahun 50-an apabila beberapa kajian permulaan mula dilakukan oleh para pengkaji yang berminat dengan stres atau tekanan.

Menurut Reiman dan Edelfelt (2004), seseorang guru perlu memainkan pelbagai peranan, seperti sebagai seorang individu profesional, guru kepada pelajar, ahli dalam hierarki staf, individu yang berhubung dengan ibu bapa dan masyarakat, rakan sejawat kepada lain-lain pendidik profesional, ahli dalam sebuaah persatuan profesional dan sebagainya. Esah Sulaiman (2003), menyatakan tugas guru masa kini tidak setakat mengajar sahaja malah meliputi aspek pengurusan misalnya mengendalikan rekod pelajar, pengutipan yuran, skim pinjaman buku teks, kedatangan pelajar dan laporan prestasi pelajar. Di samping itu, guru juga mempunyai tugas dalam panitia mata pelajaran masing-masing untuk menyebab dan memantau pelaksanaan kurikulum dan sukatan pelajaran. Selain itu guru juga terlibat dalam melaksanakan ko-kurikulum sekolah, menghadiri kursus, menjalankan penyelidikan dan lain-lain lagi. Semua tugas yang banyak ini memaksa guru menumpukan perhatian masa dan tenaga kepada pelbagai jenis komitmen yang boleh menjegaskan pengajaran serta peningkatan profesionalisme.


Sesetengah guru mengalami perasaan tertekan dan memikirkan atau mengambil keputusan untuk berhenti atau bersara sebelum sampai umur persaraan disebabkan ketidakuapan kerja, peranan yang kabur dan beban kerja yang tinggi (Lim, 2005). Jamaludin et al (2012) menjelaskan bahawa stres boleh memberi kesan sama ada kesan negatif atau positif pada

Menurut kenyataan Kesatuan Perkhidmatan Pendidikan Kebangsaan (NUTP), permasalahan perkhidmatan, tekanan kerja, konflik peranan, kekaburan peranan, ketiadaan satu sistem sokongan sosial dari pengetua dan rakan sekerja yang kuku dan rangkaian masalah lain yang tidak diselesaikan dengan adil dan memuaskan telah mengakibatkan ramai guru meletakkan jawatan, bertukar ke profesion lain atau memohon bersara awal dari profesion perguruan. Paling menyedihkan ialah ada antara guru ini menghadapi tekanan psikologi dan mental yang sengaja membahayakan diri mereka sendiri malahan terhadap pelajar yang diajar di sekolah.

Bagi kehidupan seorang guru, stres yang dihadapi dalam pekerjaannya akan mempengaruhi prestasi kerja dan pencapaian murid yang rendah. Ini disebabkan guru kurang mengambil berat tentang pengajarannya menyebabkan terganggunya perkembangan pembelajaran murid. Faktor-faktor yang dikenal pasti menghasilkan stres guru termasuk pengurusan bilik darjah, pertambahan beban tugas, tingkah laku pelajar dan kekurangan sokongan pihak pengurusan (Pervez & Hanif, 2003; Bachkirova et al., 2005).

Metodologi

Kajian yang dijalankan adalah berbentuk tinjauan data dan melibatkan kajian untuk mengenal pasti tahap stres serta hubungannya. Selain itu, penyelidik turut mengkaji faktor demografi guru seperti jantina, umur, tahap pendidikan dan pengalaman mengajar terhadap tahap stres guru-guru. Dalam kajian ini, pengkaji ingin mengkaji tahap stres di kalangan guru dari aspek bebanan kerja, hubungan persekitaran dan pentadbir sekolah.

Kajian yang dijalankan oleh pengkaji adalah bersifat kuantitatif. Pengkajian kuantitatif melibatkan pengumpulan data berangka, yang dianalisis untuk menjawab secara terperinci mengkhususkan kepada soalan kajian.

Populasi dan Sampel Kajian
Populasi kajian adalah di kalangan guru-guru prasekolah di daerah Kuala Selangor. Sampel yang diambil adalah seramai 52 orang guru prasekolah di daerah Kuala Selangor.
Instrumen Kajian

Borang soal selidik yang digunakan berskala Likert (skala 5) terdiri dari dua bahagian iaitu bahagian A mewakili data demografi responden (5 item) dan bahagian B mewakili item pemboleh ubah tahap stres (10 item), beban kerja (10 item) dan pentadbir sekolah (10 item).

Tatacara Penganalisisan Data
Program Statistical package of Social Science (SPSS) for Window version 20.0 digunakan untuk mendapatkan kekerapan dan peratusan. Item-item pada bahagian A diuji berdasarkan ujian statistik frekuensi bagi mendapatkan nilai kekerapan dan peratusan.

Item pada bahagian B pula ia berkaitan dengan tahap stres yang merangkumi faktor-faktor stres yang telah ditetapkan oleh pengkaji iaitu beban kerja, masalah interpersonal dan masalah pelajar serta hubungan pentadbir yang menjadi keutamaan diuji berdasarkan statistik frekuensi.

ANALISIS DATA DAN DAPATAN KAJIAN
Latar belakang responden
Taburan Responden Mengikut Jantina
Jadual 4.1 menunjukkan taburan responden mengikut jantina. Dalam kajian terdapat 8 orang (15.4%) responden lelaki dan seramai 44 orang (84.6%) responden perempuan.

<table>
<thead>
<tr>
<th>Jantina</th>
<th>Kekerapan</th>
<th>Peratus (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lelaki</td>
<td>8</td>
<td>15.4</td>
</tr>
<tr>
<td>Perempuan</td>
<td>44</td>
<td>84.6</td>
</tr>
<tr>
<td>Jumlah</td>
<td>52</td>
<td>100</td>
</tr>
</tbody>
</table>

Taburan Responden Mengikut Umur
Jadual 4.2 Taburan Responden Mengikut Umur

<table>
<thead>
<tr>
<th>Umur</th>
<th>Kekerapan</th>
<th>Peratus (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-30</td>
<td>4</td>
<td>7.7</td>
</tr>
<tr>
<td>31-40</td>
<td>26</td>
<td>50</td>
</tr>
<tr>
<td>41-50</td>
<td>20</td>
<td>38.5</td>
</tr>
<tr>
<td>51-60</td>
<td>2</td>
<td>3.8</td>
</tr>
<tr>
<td>Jumlah</td>
<td>52</td>
<td>100</td>
</tr>
</tbody>
</table>
Jadual 4.2 menunjukkan taburan responden mengikut umur. Terdapat 4 kategori umur iaitu 4 (7.7%) responden berumur kurang 21 - 30 tahun, 26 orang (50%) responden berada dalam lingkungan umur 31 - 40 tahun, 20 orang (38.5%) responden berada dalam lingkungan umur 41 - 50 tahun, manakala 2 orang (3.8%) responden dari kategori umur 51 - 60 tahun.

**Taburan Responden Mengikut Pengalaman Mengajar**

<table>
<thead>
<tr>
<th>Pengalaman Mengajar</th>
<th>kekerapan</th>
<th>peratus (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 5</td>
<td>3</td>
<td>5.8</td>
</tr>
<tr>
<td>6 – 10</td>
<td>15</td>
<td>28.8</td>
</tr>
<tr>
<td>11 – 15</td>
<td>20</td>
<td>38.5</td>
</tr>
<tr>
<td>16 – 20</td>
<td>6</td>
<td>11.5</td>
</tr>
<tr>
<td>21 – 25</td>
<td>8</td>
<td>15.4</td>
</tr>
<tr>
<td>25 – 30</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jumlah</td>
<td>52</td>
<td>100</td>
</tr>
</tbody>
</table>

Jadual 4.3 menunjukkan taburan responden mengikut pengalaman mengajar. Responden yang mempunyai pengalaman mengajar kurang daripada 5 tahun merupakan taburan responden yang tersedikit iaitu 3 orang (5.8%). Ini diikuti dengan 15 orang (28.8%) responden yang mempunyai pengalaman mengajar dalam lingkungan 6 - 10 tahun. Seterusnya seramai 20 orang (38.5%) untuk pengalaman mengajar 11 hingga 15 tahun, 6 orang (11.5%) untuk 21 hingga 25 tahun. Manakala terdapat 8 orang (15.4%) responden yang mempunyai pengalaman mengajar dalam lingkungan 21 hingga 25 tahun. Tiada responden yang mempunyai pengalaman lebih 25 tahun.

**Taburan Responden Mengikut Kelulusan Akademik**

<table>
<thead>
<tr>
<th>Kelulusan Akademik</th>
<th>kekerapan</th>
<th>peratus (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bukan Siswa/ah</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diploma</td>
<td>2</td>
<td>3.8</td>
</tr>
<tr>
<td>Siswa/ah</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ijazah</td>
<td>47</td>
<td>90.4</td>
</tr>
<tr>
<td>Sarjana</td>
<td>3</td>
<td>5.8</td>
</tr>
<tr>
<td>PHD</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jumlah</td>
<td>52</td>
<td>100</td>
</tr>
</tbody>
</table>
Jadual 4.4 menunjukkan taburan responden mengikut kelulusan akademik. Seramai 2 orang iaitu (3.8 %) responden berkelulusan Diploma. Terdapat 47 orang (90.4%) responden yang berkelulusan Ijazah Sarjana Muda, 3 orang ( 5.8 % ) berkelulusan Sarjana dan tiada yang berkelulusan di peringkat PhD.

**Pengujian Hipotesis**

Analisis berikut bertujuan untuk meninjau sama ada terdapat perbezaan signifikan kepuasan kerja berdasarkan pembolehubah-pembolehubah yang dikaji sebagaimana yang dinyatakan di dalam hipotesis nol (Ho) yang dibentuk sebelum ini. Ujian parametrik yang melibatkan penggunaan Analisis Varian (ANOVA) Sehala telah digunakan untuk menguji 3 hipotesis nol dalam kajian ini.

**Tahap Stres Dengan Umur**

Ho1: Tidak terdapat perbezaan signifikan tahap stres dalam kalangan guru prasekolah mengikut peringkat umur

<table>
<thead>
<tr>
<th>Umur</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-30</td>
<td>4</td>
<td>4.24</td>
<td>.228</td>
</tr>
<tr>
<td>31-40</td>
<td>26</td>
<td>4.01</td>
<td>.456</td>
</tr>
<tr>
<td>41-50</td>
<td>20</td>
<td>4.08</td>
<td>.300</td>
</tr>
<tr>
<td>51-60</td>
<td>2</td>
<td>3.92</td>
<td>.071</td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>4.05</td>
<td>.379</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>.240</td>
<td>3</td>
<td>.080</td>
<td>.544</td>
</tr>
<tr>
<td>Within Groups</td>
<td>7.076</td>
<td>48</td>
<td>.147</td>
<td>.655</td>
</tr>
<tr>
<td>Total</td>
<td>7.317</td>
<td>51</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ujian ANOVA sehala digunakan untuk menguji perbezaan nilai dalam kalangan guru prasekolah yang mempunyai peringkat umur yang berbeza. Nilai keseluruhan ialah F(3,48 )= 0.544, p=0.655 (p>0.05), Secara keseluruhannya, faktor-faktor ini tidak menunjukkan perbezaan yang signifikan berdasarkan umur. Oleh itu hipotesis Ho2 yang menyatakan tidak terdapat perbezaan signifikan tahap stres dalam kalangan guru prasekolah mengikut peringkat umur diterima. Ini bermakna tidak wujud perbezaan yang signifikan kepuasan kerja dalam kalangan guru prasekolah berdasarkan peringkat umur. Rumusannya tidak terdapat perbezaan yang signifikan tahap stres guru prasekolah mengikut umur.
Tahap Stres Dengan Pengalaman Kerja

Ho2: Tidak terdapat perbezaan signifikan tahap stres dalam kalangan guru prasekolah mengikut pengalaman mengajar

Jadual 4.6: Ujian ANOVA sehala bagi melihat perbezaan tahap stres mengikut pengalaman mengajar

<table>
<thead>
<tr>
<th>Pengalaman</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5</td>
<td>3</td>
<td>4.03</td>
<td>.549</td>
</tr>
<tr>
<td>6-10</td>
<td>15</td>
<td>3.95</td>
<td>.467</td>
</tr>
<tr>
<td>11-15</td>
<td>20</td>
<td>4.15</td>
<td>.335</td>
</tr>
<tr>
<td>16-20</td>
<td>6</td>
<td>4.03</td>
<td>.209</td>
</tr>
<tr>
<td>21-25</td>
<td>8</td>
<td>4.00</td>
<td>.362</td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>4.05</td>
<td>.379</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>.396</td>
<td>4</td>
<td>.099</td>
<td>.673</td>
<td>.614</td>
</tr>
<tr>
<td>Within Groups</td>
<td>6.920</td>
<td>47</td>
<td>.147</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7.317</td>
<td>51</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ujian ANOVA sehala digunakan untuk menguji perbezaan nilai dalam kalangan guru prasekolah yang mempunyai tempoh pengalaman mengajar yang berbeza. Nilai keseluruhan ialah $F(4,47)= 0.673$, $p=0.614$ ($p>0.05$), Secara keseluruhannya, faktor-faktor ini tidak menunjukkan perbezaan yang signifikan berdasarkan pengalaman mengajar. Oleh itu hipotesis Ho3 yang menyatakan tidak terdapat perbezaan signifikan tahap stres dalam kalangan guru prasekolah mengikut pengalaman mengajar adalah diterima pada aras kebarangkalian 0.05. Ini bermakna tidak wujud perbezaan yang signifikan kepuasan kerja dalam kalangan guru prasekolah berdasarkan pengalaman mengajar. Rumusannya tidak terdapat perbezaan yang signifikan kepuasan kerja guru prasekolah.

Tahap Stres Dengan Tahap Pendidikan

Ho3: Tidak terdapat perbezaan signifikan tahap stres dalam kalangan guru prasekolah mengikut tahap pendidikan
Jadual 4.7 : Ujian ANOVA sehaba bagi melihat perbezaan tahap stres mengikut tahap pendidikan

<table>
<thead>
<tr>
<th>pendidikan</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma</td>
<td>2</td>
<td>3.97</td>
<td>0.000</td>
</tr>
<tr>
<td>Ijazah</td>
<td>47</td>
<td>4.06</td>
<td>0.398</td>
</tr>
<tr>
<td>Sarjana</td>
<td>3</td>
<td>3.97</td>
<td>0.000</td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>4.05</td>
<td>0.379</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>.038</td>
<td>2</td>
<td>.019</td>
<td>.127</td>
<td>.881</td>
</tr>
<tr>
<td>Within Groups</td>
<td>7.279</td>
<td>49</td>
<td>.149</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7.317</td>
<td>51</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ujian ANOVA sehaba digunakan untuk menguji perbezaan nilai dalam kalangan guru prasekolah yang mempunyai taraf pendidikan yang berbeza. Nilai keseluruhan ialah F(2,49)=0.127, p=0.881 (p>0.05). Secara keseluruhan, faktor-faktor ini tidak menunjukkan perbezaan yang signifikan berdasarkan taraf pendidikan. Oleh itu hipotesis Ho4 yang menyatakan tidak terdapat perbezaan signifikan tahap stres dalam kalangan guru prasekolah mengikut taraf pendidikan adalah diterima pada aras kebarangkalian 0.05. Ini bermakna tidak wujud perbezaan yang signifikan tahap stres kerja dalam kalangan guru prasekolah berdasarkan taraf pendidikan. Rumusannya tidak terdapat perbezaan yang signifikan tahap stres kerja guru prasekolah.

3. Perbincangan dan Kesimpulan

Hasil kajian membuktikan bahawa tekanan kerja yang dikaji adalah positif dan lemah dengan komitmen organisasi. Namun begitu, ramai penyelidik telah memberi amaran bahawa jika faktor-faktor yang menyumbang kepada stres guru dan burnout tidak ditangani dengan segera, kesan negatif yang serius boleh berlaku (Akça & Yaman, 2010; Bolat et al, 2011; Coulter & Abney, 2009; Davidson, 2009; Klassen, 2010). Dapatan kajian ini juga membuktikan ianya selari dengan kajian lepas yang mendapati bahawa guru terdedah kepada banyak tekanan yang berkaitan dengan kerja.

Dalam era pemodenan pada hari ini sering menampakkan perubahan terutamanya dalam bidang pendidikan di Malaysia. Bidang pendidikan sentiasa mengalami perubahan dalam dasarnya dan corak pembelajaran dan pengajaran guru dan pelajar (Woo, 2008). Justeru demi meningkatkan komitmen guru prasekolah terhadap organisasi, seharusnya langkah-langkah awal dan bijak perlu diberi perhatian serius agar usaha murni ini dapat direalisasikan. Langkah-langkah awal yang boleh diambil ialah dengan melihat kepada kajian-kajian lepas yang telah dilakukan bagi
meningkatkan komitmen terhadap organisasi di samping mengambil langkah bijak dengan memilih dan mengaplikasikannya di dalam organisasi.

Rujukan


International Conference on Business, Education, Innovation & Social Sciences (ICBEISS 2019)

ORGANIZING COMMITTEE

Chairman
Ts. Dr. Zahari Abu Bakar

Treasurer
Hanisah Taib

Technical Committee
Amirul Luqman
Rohaida Hanum Mohd Hassan
Mohd Khairil Anuar
Muhammad Aminuddin Zahari
Muhamad Firdaus Abdul Razab

Technical Reviewer
Dr. Safaie Mangir
Dr. Lee Khai Loon
Dr. Mohd Yazid Md Taib