IPN-ARC Conference
2023

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Conference Program & Abstract

IPN-ARC Conferences
Kota Kinabalu, Malaysia
10-12 May 2023

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AAN RESEARCH CENTER

IPN – ARC Conference 2023

KOTA KINABALU, MALAYSIA
10-12 MAY 2023

Welcome to IPN-ARC Conferences 2023

Dear Professor, Dr and distinguished delegates,

Welcome to the IPN Conferences and ARC Conference 2023 in Kota Kinabalu, Malaysia. On behalf of *IPN Education Group Conference Management (IPN) and AAN Research Center (ARC)*, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality programs. For the participants, we hope all of you have a wonderful time at the conference and also in Phuket.

We believe that by this excellent conference, you can get more opportunities for further communication with researchers and practitioners. For the **ICAESS 2023 and ICHSS 2023** more than 30 submitted papers have been received and 15 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

Best Regards,
Thank you.

Yours Sincerely,

Dato' Syed Azuan Syed Ahmad, DIMP
Director of Conference Management
IPN Education Group Conference Management

Message from IPN Honorary Advisor

On behalf the IPN Education Group Conference Management (IPN), it is my privilege to welcome you to the IPN Conference. IPN is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus IPN welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards

Prof. Dr. Hany El-Mesiry
Advisor of IPN Education Group Conference Management

About IPN Education Group Conference Management

IPN Education Group Conference Management, we perceive the process of discovery as a creative and rigorous endeavor. We encourage such exploration by supporting the research and development of ideas, solutions, and applications to benefit our community. IPN Education Group Conference Management strives to inspire students and academic staff to share and serve in the educational field. The IPN Education Group Conference Management at ASEAN Academic Network aims to promote the enjoyment of learning and publishing research. ASEAN community values learning and research at all levels. A dynamic range of conferences, workshops, and programs related to research in all disciplines exists to supplement this research center's ongoing development.

www.ipneducationgroup.org
http://ipnconference.weebly.com/

ANNOUNCEMENT

All accepted papers will be published in International Referred Journal indexed in MyCITE, Crossref, Google Scholar etc.
Selected papers subject to reviewers' comments will be invited for submission to the Scopus / WOS-ESCI Indexed journals with extra publication fee.

One Best Presenter Award will be selected from each oral session. The Certificate for Best Presenter award will be awarded after presentation session.

KEYNOTE SPEAKER:

PROF. DR. BALASUNDRAM MANIAM

Sam Houston State University

United State of America (USA)

LIST OF THE CONFERENCE COMMITTEE

IPN-ARC Conferences 2023, Honorary Advisor

Prof. Dr. Hany El-Mesiry, Jiangsu University, China

IPN-ARC Conferences 2023, Academic Committee

Conference Chair

Prof. Dr. Hany El-Mesiry, Jiangsu University, China

Reviewers/Technical Committee

- Prof. Dr. Cesar Demayo, Mindano State University, PHILIPPINES
- Prof. Dr. Makhmud Kharun, RUDN University, RUSSIA
- Prof. Dr. Kei Eguchi, Fukuoka Institute of Technology, JAPAN
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- Assoc. Prof. Dr. Cordulo P. Ascaño II, Mindanao University of Science and Technology, PHILIPPINES

IPN-ARC Conferences 2023, Malaysia, Organising Committee

Nurul Faezah binti Mohd Talib

INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minutes (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

During registration:

Original Receipt
Representative / Pass Card with lanyard
Participation Certificate (collected from Session Chair after the session)

IPN‑ARC Conferences 2023
10-12 May 2023
Kota Kinabalu, Malaysia

May 10, 2023	Venue:	1000 - 1200	Registration	
May 11, 2023	Venue:	0830 – 0845	Opening Remarks	**Opening Remarks**
		0845 – 1000	Plenary Speech 1	**Keynote Speaker**
		1000 – 1030	Group Photo and Coffee Break	
	Venue:	1030 – 1230	Session 1	
	Venue:	1230 – 1400	Lunch	
	Venue:	1400 – 1600	Session 2	
May 12, 2023	Lobby hotel	0800 - 1200	Networking	

Session 1
Time: 0930-1030
Venue:
Session Chair:

No	Paper ID	Presenter
1	005-icaess	**Civil Preparedness in Malaysia's Total Defence (HANRUH) Policy: A Critical Evaluation** **Mohd Kamarul Amree Mohd Sarkam**, Noor Azmi Mohd Zainol, Zahimi Zainol Abidin, M. Zaidi A. Rahman *National Defence University of Malaysia, Malaysia*
2	010-icaess	**Research on effective communication forms and characteristics of public service advertisements for nurturing parenting skills in China** **Deng Ting,** Rahinah Ibrahim, Rahima Dahlan and Siti Mastura Md Ishak *Universiti Putra Malaysia, Serdang, Malaysia.*
3	015-icaess	**Effects of Language Learning Strategies Towards Learners Achievement among Students of Chinese as Foreign Language in Malaysia** **Leong Chew Moi,** Chew Fong Peng, Umi Kalsum Binti Mohd Salleh *University of Malaya, Malaysia*
4	001-ichss	**A Political Ecology of Riverbank Management in Komering Ethnic Communities** **Meita Istianda**, Giyanto Giyanto and Dedi Irwanto *Universitas Terbuka Palembang, Indonesia*
5	003-ichss	**Street Politics in Thailand During 2019 to 2022** **Wending Zhang** *Chulalongkorn University, Thailand*
6	004-ichss	**The Dynamic Capabilities of Social Media: Contribute to Librarian Efficiency** **Haslina Husain**, Mad Khir Abdullah Sani, Tamara Adriani-Susetyo Salim *Universiti Teknologi Mara (Puncak Perdana), Selangor, Malaysia*
7	005-ichss	**Constructing a Theoretical Framework for Assessing Community Disaster Mitigation and Preparedness** **Noor Azmi Mohd Zainol,** Khairul Nizam Taib, Mohd Haniff Sofian, Haliza Mohd Zahari, Zahimi Zainol Abidin, Kamarul Amree Mohd Sarkam *National Defence University of Malaysia, Sungai Besi Camp, 57000 Kuala Lumpur*

Conference Venue

Mercure Kota Kinabalu City Center

41, Jalan Gaya, Pusat Bandar Kota Kinabalu,

88000 Kota Kinabalu, Sabah

Conference Secretariat Contact:
IPN Education Group Conference Management
No. 62, Suasana Damai
Bandar Darulaman
06000 Jitra, Kedah, Malaysia

Programme website:
www.ipneducationgroup.org

Note

List of Abstract

No	Paper ID	Presenter
1	005-icaess	**Civil Preparedness in Malaysia's Total Defence (HANRUH) Policy: A Critical Evaluation** **Mohd Kamarul Amree Mohd Sarkam[1]**, Noor Azmi Mohd Zainol[1], Zahimi Zainol Abidin[1], M. Zaidi A. Rahman[2] * [1]*Faculty of Defence and Management Studies, National Defence University of Malaysia, Kem Sg. Besi, 57000, Kuala Lumpur, Malaysia* [2]*Academy of Islamic Studies, University of Malaya, 50603, Kuala Lumpur, Malaysia* **Abstract:** Total Defence or known as Pertahanan Menyeluruh (HANRUH) is one of the core principles of Malaysia's National Defence White Paper (DWP) in pursuit of acquiring national resilience and comprehensive defence capacity. However, due to lack of awareness and promotion, has garnered less attention among Malaysian citizen as the fundamental basis outline in the principle that includes the civil preparedness approach is vital to deter unexpected war threats as well as to maintain sustainable peace and security in every aspect of national concern. This study employs a qualitative method through interview subject-matter expert on the field and analyses on sources such as books, journals, theses and websites. The study found effort and cooperation are very important in empowering everyone to involve in HANRUH implementation. All parties, including the public, among the civil preparedness in the HANRUH policy for the sake of country peace and prosperity. People could also comprehend the concept of HANRUH by using approaches and action plans that have been done and will be implemented soon.
2	010-icaess	**Research on effective communication forms and characteristics of public service advertisements for nurturing parenting skills in China** **Deng Ting[1,2]**, Rahinah Ibrahim[1]* and Rahima Dahlan[3] and Siti Mastura Md Ishak[1] [1]*Faculty of Design and Architecture, Universiti Putra Malaysia, Serdang, 43400, Selangor, Malaysia.* [2]*School of Public Administration, Nanfang College, Guangzhou, 510970, Guangdong, China.* [3]*Faculty of Medicine and Health Sciences, Universiti Putra Malaysia, 43400, Serdang, Selangor, Malaysia.*

		Abstract: This study is part of a larger research aimed at enhancing effective communication of parenting skills knowledge to Chinese parents. The purpose is to explore how to transform public service advertisements into effective training methods for Chinese parents by studying the media form, content expression, symbolic elements and other aspects of public service advertisements in China. This study documents the identification of effective communication characteristics of PSAs, in which advertisements in the form of cold and hot media have different sensory experience characteristics, their expressions of the central processing path, and the expression of the peripheral processing path of advertisements, which could be transformed to improve information transmission and are attractive to observers. The results found different characteristics in terms of language and nonverbal advertising content, which could create different effects on observers. This article mainly studies the different roles of different media forms, content expression, and symbolic elements in public service advertisements, as well as the communication effects of different forms of public service advertisements under different themes. The results have significant implications for developing a theoretical framework for the efficient dissemination of public service commercials and, consequently, for promoting happier families for developing children by improving parents' parenting knowledge.
3	015-icaess	**Effects of Language Learning Strategies Towards Learners Achievement among Students of Chinese as Foreign Language in Malaysia** **Leong Chew Moi*[1],** Chew Fong Peng[2], Umi Kalsum Binti Mohd Salleh[1] [1]Department of Curriculum & Instructional Technology, Faculty of Education, University of Malaya, Malaysia [2]Department of Language & Literacy Education, Faculty of Education, University of Malaya, Malaysia **Abstract:** Teaching Chinese as Foreign Language in Malaysia began in 1963 and became increasingly popular in Malaysia. Language Learning Strategies, the steps students take to improve their learning, are essential to ultimate Chinese as Foreign Language's achievement. The use of Language Learning Strategies determines student achievement. This study will examine the relationship between Language Learning Strategies and learners' achievement in Chinese as foreign language learning in Malaysia. This research uses quantitative research, a correlational study that applies the theory of Language Learning Strategies. The study sample involved 379 undergraduate students of the University in Selangor. The results showed that the Language Learning Strategies is correlated with student achievement.
4	001-ichss	**A Political Ecology of Riverbank Management in Komering Ethnic Communities** **Meita Istianda[1]**, Giyanto Giyanto[2] and Dedi Irwanto[3] [1]Universitas Terbuka Palembang, Indonesia [2]Universitas PGRI Palembang, Indonesia [3]Universitas Sriwijaya, Indoneisa **Abstract:** The Komering community in South Sumatra has a longstanding custom of land management along riverbanks. During the reign of the Marga, land administration was conducted collaboratively with the Marga chief or Pesirah in accordance with the Simbur Cahaya Act. In the postcolonial period,

		after the demise of the Marga government, there were reforms in land administration. This research seeks to understand what occurred to the environmental politics of land management in the Komering community after the establishment of the independent Indonesian government.
5	003-ichss	**Street Politics in Thailand During 2019 to 2022** **Wending Zhang** *Chulalongkorn University, Thailand* **Abstract:** The Covid-19 pandemic was clashing Thailand while the citizens accused the government. In this crisis era, the main force of Thai youth protests has made street politics in Thailand different from the past. By problematizing this emerging phenomenon, this paper proposes two research questions. Why do the protests in Thailand during the Covid-19 pandemic differ from the past? How does the massive outbreak of protests generate implications in future Thailand? Therefore, this paper applied a qualitative methodology of the theory of Contentious Politics with the assistance of documentary analysis and questionnaires to conduct constructive research. Furthermore, this paper argues that the youth voluntarily organized the Thailand protests in recent years. However, the government used the pandemic control to restrict the protests while the conflicts with the protesters were being deepened, making it impossible to stop the protests. De facto, Thailand's social conflicts have existed for many years and cannot be solved in the short term. This paper recommends that the protesters put forward more practical agendas and appeals. Meanwhile, the government also should appropriately and proactively respond to the appeals. The multiple coordination and collaboration will be a channel to improve Thailand's domestic politics and democratic institutions.
6	004-ichss	**The Dynamic Capabilities of Social Media: Contribute to Librarian Efficiency** **Haslina Husain**[1], Mad Khir Abdullah Sani[1],*, Tamara Adriani-Susetyo Salim[2] *[1]Faculty of Information Management, Universiti Teknologi Mara (Puncak Perdana), Section U10, 40150, Shah Alam, Selangor, Malaysia* *[2]Department of Library and Information Studies, Faculty of Humanities, Universitas Indonesia, 16424, Depok, Indonesia* **Abstract:** Social media play a vital role in libraries today. Libraries used the social media as for their marketing, communication, shared the services and new information with their users. This article briefly explains the dynamic capabilities of social media that contribute to librarian efficiency. There are four capabilities have been identified from the literature review: information processing capability, relationship capability, service innovation capability, and tools capability. Each of the capabilities have their own criteria and characteristics. All the capabilities support the libraries to fulfil their users need. In any organization that provide the services should take care of their customers or users. The dynamical capabilities of social media were contributed to librarians' efficiency in many aspects such as literacy skill, reference and user services. More positive feedback from users when librarians used the social media effectively and created trust. The effective and efficient of librarians' have will influence users to come again and again to the library. When users satisfy with the services, they will keep love and always thinking of the library. This article also shared the experienced of academic

7	005-ichss	libraries around the world such as Western Uttar Pradesh, New Zealand, Ghana, Sri Lanka and Malaysia in using the social media.
		Constructing a Theoretical Framework for Assessing Community Disaster Mitigation and Preparedness **Noor Azmi Mohd Zainol[1],*,** Khairul Nizam Taib[2], Mohd Haniff Sofian[1], Haliza Mohd Zahari[3], Zahimi Zainol Abidin[4], Kamarul Amree Mohd Sarkam[4] [1]*Faculty of Defence Studies and Management, National Defence University of Malaysia, Sungai Besi Camp, 57000 Kuala Lumpur* [2]*Centre for Military and International Humanitarian Law, National Defence University of Malaysia, Sungai Besi Camp, 57000 Kuala Lumpur* [3]*Humanitarian Assistance and Disaster Relief Research Centre, National Defence University of Malaysia, Sungai Besi Camp, 57000 Kuala Lumpur* [4]*Center for Leadership and Professional Development, National Defence University of Malaysia, Sungai Besi Camp, 57000 Kuala Lumpur* **Abstract:** This exploratory study was carried out to gather the essential components for developing a theoretical framework for measuring community awareness of disaster management. This is to provide an effective instrument for educating individuals, communities and organizations about awareness regarding disaster preparedness and prevention in order to conduct a more thorough investigation. This theoretical framework was developed using a combination of literature research, interviews, focus group discussions, and observation. The study found that demographic characteristics, knowledge of disaster, disaster experience, attitude and awareness of disaster mitigation, exposure to mitigation and preparation as well as preparedness to respond to disaster are the main elements of the independent variables of this conceptual framework. These elements will affect community's perceptions on managing disaster response, and thus affects individual, community and organization's mitigation and preparedness for disaster. A proposed conceptual model for measuring the level of awareness for mitigation and preparedness in disaster management is presented. This framework implies that in preparing for disaster, people of different social context may perceive disaster differently and may even affect disaster mitigation and preparedness contrarily.