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POTENTIAL OF ISLAMIC FILMS IN THE DEVELOPMENT OF NATIONAL CREATIVE INDUSTRY

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Abstract

Current development shows that the industrial creative sector plays a role in the nation's economic growth. Gross Domestic Product as issued by the Department of Statistics Malaysia reported that the manufacturing publishing sector, printing, re-making of media recording increased 2% for the nation's GDP in 2013 compared to 1.6% in 2012. This development has opened bigger chances for local Islamic film industries to spur activities in the Islamic art and entertainment sectors because of their capabilities to become halal products which have high potentials to be commercialized into the international level. Integrated efforts to apply Islamic principles and values comprehensively in producing Islamic film products in Malaysia are expected to uphold the dignity of Islam and Malay culture values through film medias. Thus, Islamic film products are new and contemporary forms of preaching mediums suitable to current times and society.

Keywords: *Islamic Films, Creative Industry, Arts and Entertainment, Potential, Development of Films in Malaysia*

INTRODUCTION

The creative industry is industries involving creative individuals, competent, and talented having potentials that could spur wealth and create job opportunities through motivation and exploitation of intellectual property. Creative industry is also referred to as an art for economy which involved talented individuals, corporate sector therefore contributing to the nation in terms of income and nation's image. UK Government Department for Culture, Media and Sports (DCMS)⁷ defines creative industry as industries that are based on individuals' creativity, skill, and talent with the potential to create wealth and jobs through developing intellectual property. Based on this definition, United Kingdom has classified 9 areas⁸ under the

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⁷ Department for Culture, Media and Sport, (2015), *Industries Economic Estimates-January 2015 (Statistical Release)*, p. 4.

⁸ *Ibid.* p. 33.

creative industry which are advertisement and marketing; architecture; craft; art and design: product, graphic and fashion design; film, television, video, radio and photography; IT application, software and computer service; publishing; Museum, gallery and library; and Music, publishing and visual arts.

Current development of global economy showed that the creative industry is an important source that contributes to the national economic growth and create diverse culture for developing and developed countries. Thus, creative industry opens huge job opportunities and spaces for Malaysia to spur its economy. In Malaysia, the creative industry contributed RM9.4 billion in GDP in 2008 and 2010. This showed that the creative industry is one of the industries that has potential to accelerate a high income salary and also raises race and culture of the society in Malaysia. Hence, integrated action plans are essential to ensure that this industry could be developed and planned in a more proper and comprehensive manner.

In accordance to the New Economic Model⁹ that were introduced to achieve the aims of Vision 2020 projected an economy based on knowledge, innovation, creativity and high performance skills which are widely generated through the servicing sectors. This would gear the nation's aspirations towards a high income nation. The nation could no longer depend on export sectors, agriculture, mining and electronics due to economic downturn which affected the world economy in 2008. Malaysia's experience to overcome the world finance crisis which depended on exports has matured our nation's leaders towards economy based on service-based sectors.

The creative industry as stated in the National Creative Industry Policy¹⁰ comprises of all creative industry sectors that could generate income including supporting and related industries such as distribution and marketing. The scope of creative industry¹¹ is divided into several category industries as follows:

i. **Multimedia Creative Industry**

This industry comprised of industries that apply the latest technology developed in producing products which are creative in nature. These include TV and film productions, advertisements, arts and design, animation and digital contents.

ii. **Cultural Arts Creative Industry**

Cultural arts creative industry are industries related to the production of arts work which feature Malaysian culture such as arts and craft, visual arts, music arts, performance arts, creative writing, and also fashion and textile arts.

iii. **Cultural Heritage Creative Industry**

Cultural Heritage Industry is related to heritage culture such as museum and archive activities, restoration and conservation.

CONCEPT OF ARTS AND ENTERTAINMENT FROM ISLAMIC PERSPEKTIVES

Arts is also considered as an aspect of culture. The word arts, itself means something which is scenic¹², thin, good to hear, winsome and soft.¹³ From the term, arts, means everything which are fine and

⁹ National Economic Advisory Council (2009), *New Economic Model For Malaysia Part 1*, Putrajaya: National Economic Advisory Council

¹⁰ Ministry of Information and Communication Multimedia (2010), *National Creative Industry Policy*, Ministry of Information and Communication Multimedia: Kuala Lumpur

¹¹ *Ibid.*

beautiful pleasing to the humans' heart and emotions, no matter whether they are Allah's creations or even those created from humans' thoughts, skills, imaginations and actions¹⁴.

Arts has a relationship with Islam as Islam itself is something which arts.¹⁵ Islamic arts has its own specific features which defines it from others. Islamic arts are forms of creations which contain esthetic values which chime in with Islamic ethical values.¹⁶ This is proven from the teachings which promotes humans towards goodness. The Quran illustrates arts and beauty clearly through Allah's All Mighty's creations.¹⁷ According to Jalal al-Syarqawi, he opined that all arts are able to produce something which cannot be produced at school levels or even in university levels, which is an accurate executor to produce Islamic arts and love towards Allah. It is also a comparison between those who have knowledge and those who are illiterate.¹⁸

Whereas entertainment comprised of all things that lead humans to become engrossed from various disturbances thoughts and problems which affected their sleep.¹⁹ It also does not have facts which are constant playing, humouring, night chats, singing and others.²⁰

DEVELOPMENT OF NATIONAL CREATIVE INDUSTRY

Contemporary developments of the nation's economy through creative industry is seen capable in terms of financial returns resulted from investments in industries and support industries such as new industries in film areas, recordings, publishing, printing and others. Meanwhile, support industries are such as event management companies, rental equipments, catering businesses and others. The creative industries are also capable of increasing and sustaining the existing companies and therefore providing more job chances and opportunities. In affect, this reduces the rate of unemployment in Malaysia.²¹ Focus towards the creative industry could help to increase the level and number of professionals amongst industry players. Therefore, sound support and encouragement from the government and private sectors could attract relevant creative experts from outside to contribute their expertise in Malaysia.

Research and development either physical, or, non-physical would be greatly significant to develop the creative industry comprising of the developments of facilities, equipments, technology, human resources, content and technical delivery. Continuous research can enhance creativity and heighten innovation and technological exploits towards products of better quality and accurately fulfill the needs of Islamic sharia'. Inadvertently, this would then help to the branding of local products for international market purposes²². Malaysia's concerns towards producing products for the creative industry are essential to ensure that local products are able to compete with local and international products. Apart from that, unified efforts could uplift the dignity of Islamic creative arts industry Malaysia.

¹² Engku Ibrahim Engku Ismail & Abd Ghani Shamsuddin (1990), "Konsep Seni dalam Islam", (Proceeding Paper in Islamic Seminar Conference in Universiti Malaya, 5-8 November 1990), p. 2.

¹³ Md Hashim Haji Yahya, Md. Afandi Awang & Tuan Anuar Nik Him (1990), "Kesenian Dari Sudut Syariah", (Proceeding Paper in Islamic and Arts Seminar in Universiti Malaya, 5-8 November 1990), p. 6.

¹⁴ *Ibid.*

¹⁵ *Ibid.*, p. 7.

¹⁶ Abdul Ghani Samsudin et al. (2001), *Op. Cit.*, p. 15.

¹⁷ Sidi Gazalba (1983), *Islam dan Perubahan Sosiobudaya*, Kuala Lumpur: Pustaka Antara, p. 31.

¹⁸ M. Walid Jadda' (1989), *al-Mawqif min Sinema Islamiyah*, Cairo: Dar al-Wafa' Li al-Tiba'ah wa al-Nasyr, p. 15.

¹⁹ *Ibid.*, pp. 11-12.

²⁰ Mustafa al-Khin & Mustafa al-Bugha (2000), *Fiqh al-Manhaji*, Damsyik: Dar al-Qalam, p. 521.

²¹ Ministry of Information and Multimedia Communication (2010), *op. cit.*,

²² *Ibid.*

It is also important to create the culture of appreciating intellectual properties amongst Malaysians. Efforts to increase awareness towards intellectual properties will help to keep and preserve national cultures as properties of the nation in addition to guaranteeing royalty returns to the artists involved. Creative industry could also enhance international relationships through understanding agreements and networks of human capital co-operation, and technology transfer. Creation of products done through joint-ventures increases relations between nations and ensure the sharing of knowledge and experiences to produce better quality products. Society, therefore need to show higher level of support towards commercial products which are Islamic –based portrayed through films which abide the Islamic shari'a.

Developed countries such as United Kingdom, Japan, German, Spain, Singapore and other countries around Asia had long before ventured into creative industries. United Kingdom is considered to be the pioneer to this industry. The focus of the development creative industry is geared towards the development of digital content and computer softwares as support to the growth of service sectors including health, education, governmental and business services. In fact, New Zealand²³ has identified three main sectors that should be stressed upon which included biotechnology, information and computer technology (ICT) dan creative industry. For the creative industry, concentrations are given to broadcasting, film productions and arts and design. New Zealand is a small country and the arts and design field is not considered as the main sector, but only as a support sector to the development of the service sector industry such as health and education.

Besides that, amongst the ASEAN countries, Singapore leads in the development of creative industry in terms of the systematic way they developed their creative industry. It is the Singapore government's policy to emphasize on arts, culture, and audio-visual content in developing their Information, and Computer Technology. A lot of emphasis were given to Singapore's creative industry such as in the Information Technology(IT) field, and computer applications, advertisements, broadcasting, publishing, interior design, graphics and fashion, architecture services, arts works, arts and antiques commerce, performance arts, cinematic services, arts design, and photography. Investments in the IT fields have promoted Singapore to become a higher level player in the region. Emphasis had also been given to the education sector as a major catalyst and as long-term investments in developing the creative industry in Singapore.²⁴

In developed countries, the creative industry contributed an average of five percent GDP to these nations. In Malaysia, the creative industry is estimated to contribute 1.27 percent to the nation's GDP²⁵ and advertisement sectors had contributed the largest portion yet. This development proves that the creative industry has potentials to contribute to the nation's economic dynamics. This would then provide larger job opportunities to Malaysians and in turn provide larger economic returns to the Asian countries, including Singapore. Hence, art works producers in Malaysia should manipulate these elements to penetrate into the markets available to them for the profits returns the creative industries could bring to them.

In addition, Singapore, through its grand planning "Singapore Fusion Media 2015"²⁶ allocated SD500 millions (RM1.2 billions) in developing their creative industries in the forms of investment funds, such as bank capitals and strategic investors. Such moves are aimed to turn Singapore into regional media

²³ *Ibid.* pp. 13 in <http://www.wecreate.org.nz/home/facts-stats/>, dated 10 June 2015

²⁴ *Ibid.* , <http://internasional.kompas.com/read/2013/11/19/1226123/>, accessed on 25 June 2015.

²⁵ Malaysia National ICT Initiative (2009), *MSC Malaysia Annual Industry Report 2009*, Cyberjaya: Multimedia Development Corporation Sdn. Bhd.

²⁶ Ministry of Communication and Information, <http://www.mci.gov.sg>, accessed on 23 August 2015

hubs, attract a larger number of expert talents inside and outside of its nation, and at the same time to create more local talents into the industry.

MALAYSIAN FILM INDUSTRY

The film industry in Malaysia is considered to be small to fulfil the needs of 30.127 million populations. In the content of globalization, a small local market is a challenge which the government need to take in order to promote the best economic patented in the creative industry. Our local film industry had to complete with other films genre especially from the Hollywood to attract the attention of public towards them. Hence, one strategy for the government and related parties is to promote our local film to the international market.

Film are windows to reflect our life and culture. Issues and life conflicts need to be presented in the form of moving visuals that narrate the upheavals in human lives. Film, according to Arsiah Sarji, Faridah Ibrahim and Mazni Buyung²⁸, are images produced in the form of moving visuals which contain written narratives, adapted to dialogue forms, also adapted into various technical forms, and finally transformed into art products, which has various importance's and aims presented through the eyes of film makers in cinema theatres and televisions. According, Adi Adi Pranajaya²⁹ opined that films worlds surely have their own functions in the society life economic, politics, ethics, beliefs and others. In addition the aesthetic function of films is to create works which could give the feelings and pleasures of life's beautify to the audiences³⁰. Meanwhile Abu Hasan Hasbullah³¹, stated that films are art works which relate directly and closely to the minds and thoughts towards serenity, beautify, entertainment and perfection or aesthetics.

The implementation of Islamic Shari 'a in film industries included the government's hope to build and create first class human resources and also to create a sense of unity and co-operation amongst Malaysian society. Films and religions is related to one another and each country has its own reflecting filming forms and history, their own identity. Mayer³², agreed that films and religion are linked together because religion is the way of life and part of human's behaviour. The history of film industry was explanted by Mohd Zamberi dan Aimi³³, whereby a special documentary was made narrating Malay film marking in Singapore which associated the Malays to Islam and that Islam is upheld by the majority of Malays. Moreover, Islam is registered as the rational religion in Federal Territory of Malaysia in Act 3³⁴. Apart from that studies by Suria Hani, Mazni, Mohd Faizal and Noor Adzrah³⁵ stated that in terms of films and Islam, the Malays film produced are directly or indirectly has religions aims and purposes. Films are one of poses of learning tools that should be utilized appropriately, as best as possible. Efforts to promote Malay films in religious forms could assist to promote the spirit of unity amongst Malaysian citizens.

POTENTIALS OF ISLAMIC INDUSTRY IN ECONOMIC DEVELOPMENT

²⁷ Malaysian Statistics Department, <http://pmr.penerangan.gov.my>, Accessed on 20 August 2015.

²⁸ Arsiah Sarji, Faridah Ibrahim dan Mazni Buyung. 1996. *Pola Pengamalan Profesionalisme dalam Industri Filem Malaysia*. Ulu Kelang: FINAS.

²⁹ Adi Pranajaya. 1993. *Filem dan Masyarakat*. Jakarta: Yayasan Citra

³⁰ Mohd. Ghazali Abdullah. (2005). "Feminisme dalam Filem Melayu Abad ke-21". (proceeding paper presented in Malay Studies Academy, Universiti Malaya on 30 September 2004.

³¹ Abu Hasan Hasbullah. 2005. "Filem: Memenuhi Fungsi Material dan Fungsi Falsafah Sebagai Seni Ketujuh dan Metafizika Manusiawi" in *Beringin Journal*. Kuala Lumpur: National Asrts Academy

³² Mayer, R. E. (2005a). Cognitive theory of multimedia learning. In R.E. Mayer (Ed.), *The Cambridge Handbook of Multimedia Learning*. New York: Cambridge University Press.

³³ Mohd Zamberi dan Aimi (2005), *Malaysian Films: The Beginning*, Selangor : National Film Development Corporation Malaysia.

³⁴ Law in Malaysia. (2014). *Malaysian Federal Constitution until 10 February 2014*. Putrajaya: International Law Book Services.

³⁵ Suria Hani, Mazni, Mohd Faizal and Noor Adzrah (2010) Analyzed The Religious Theme In Films, *Journal of Modern Education Review*, V. 4, No. 9

Malays are synonym to the Islam religion³⁶. The refore, the pillar or the strength of the Malays would certainly be placed on the religion, Islam, itself. Islam was brought through Muhammad, the Messenger, which provides a complete guidance and way of life. At the same time, Islam brings forward messages that aimed to develop civilizations that bring happiness in the life and the life here after. Islam promotes the development of humans who are strong balanced, good characteristics living in this world, and the world here after, and to gather worldly riches without disregarding after life responsibilities. Javed Mohammed³⁷, defined Islamic films as films that adhere to Islamic law and regulation, culture, heritage, Islamic values. It is also known as film efforts and movements made by Muslims or films about Muslims. This is proven when Malaysia ranked number six in 2008 as producers and makers of Islamic films after Iran, Indonesia, Turkey and Pakistan. According to Rosmawati Mohamad Rasit³⁸, Islamic films are seen as new approaches which needed to be taken as a form and venue for Islamic teaching and preaching's. This is applicable and relevant with the purposes of Islamic films which was also supported by Saodah Wok, Rizalawati Ismail and Faridah Abdul Manaf³⁹ which aimed to (a) inculcate ethical values (b) promote good deeds (amar ma'ruf) and stay away from doing bad acts (nahi mungkar), and (c) spread information and preaching's about Islam.

The history of Islamic films in Malaysia can be seen from the introduction of the film "Sumpah Semerah Padi" in 1956 and in 2000 through the film "Syukur 21". According to Rosmawati Mohamad Rosit⁴⁰, two of 26 films produced 2009 had been chosen as samples to study religious aspects through films such as, "Syurga Cinta" and "Muallaf". These films showed that although the development of Islamic films in Malaysia was not at par with the development in Indonesia, nonetheless, it has a place in the hearts of film makers and the public in Malaysia. This effort should continue and progress further in future. Accordingly, the study made by Rosmawati Mohamad Rasit stated that instilling and applying Islamic values in Malay films would indirectly uplift the dignity of Islam and the Malays. This means that Malays are Muslims. Film productions should be seen from all aspects in terms of content, context and the messages they relay to ensure that Islamic values and requirements become the core element in of a film production, and not just as a supplement element in the story telling⁴¹.

Openness and film innovations should become keys in developing potential economy in Malaysia in the future. It is important that in future, artists and film makers move forward to explore into films in the Islamic genre and apply Islamic values and conditions in their films more comprehensively and innovatively⁴². The promotion of skills and openness into Islamic film industries could bring out the following potentials:

i) Create First Class Human Resources

The industrial sector is one of the important elements in developing and improving the efficiency and productivity level of human resources. Efficient productivity level of human resources could be

³⁶ Perlembagaan Malaysia. *op.cit.*

³⁷ Javed Mohammed. (2010). Muslim Cinema: An Introduction Plus the Top 101 Muslim Theme Films. <http://myfavoritereview.com>. Accessed on 23 August 2015

³⁸ Rosmawati Mohamed Rasit, et. al (2011), *Film sebagai Saluran Komunikasi Dac wah: Analisis Unsur Keagamaan dalam Film Melayu yang Dipilih*. ISLAMIIYAT 33 (2011): pp.67 – 76.

³⁹ Saodah Wok, Rizalawati Ismail dan Faridah Abdul Manaf, (2008), The Mediating Effect of Attitude on Perception towards Impact Change after Watching Islamic Films, *Journal of Modern Education Review*, ISSN 2155-7993, USA September 2014, Volume 4, No. 9, pp. 651-662.

⁴⁰ Rosmawati Mohamed Rosit (2011), *Ibid.*

⁴¹ *Ibid.*

⁴² *Ibid.*

improved through Islamic approaches which emphasize upon the improvements of human resources with healthy and positive mental visions to produce high quality human beings. Balanced industrial components and human capitals have high correlations in the designing the success of industrial sectors including creative art and filmation. Developing first class human capitals is important to ensure New Economic Models focused on service preparations and high expertise with creative and innovative natured⁴³.

Nevertheless, the development of human capitals is one of the challenges which needed to be faced by the government. The creative industry is a unique one as it requires human potentials resources who have certain interests, capabilities potentials and skills. Currently, Malaysia is still in need of human capitals such as art producers and expert works in the art industry who can bring forward Malaysia's name and Islamic culture towards global and international acceptance⁴⁴.

ii) Marketability of Art Graduates

Malaysia's moves to stabilise require highly – skilled human capitals. In the context of a competitive market for high – skilled employees, the provisions of work forces which have creative competence and skills would be the main challenge for the Malaysian government. Hence, individuals especially graduates from the arts fields need to be prepared with various challenges in the move towards increasing the needs towards career and job prospects in the film industry.

In addition, investments into higher education sectors and implementation initiatives under the Malaysian Education Development Plan 2013 to 2025 would make the education system in Malaysia to become one of the best in the region. These initiatives include effective monitoring in the implementation of initiatives and the setting of certain targets including a 100 percent involvement in all levels of education. In accordance, the National Graduate Employability Blueprint (GEB)⁴⁵ provided comprehensive guidelines with regards to the higher level education environment in order to promote the development of first – class learning canters that produce graduates who are competent, knowledgeable, with innovative attributes and high ethical valves. GEB outlines various strategies to develop the high level education system which is able to enhance the quality level of human capitals and strategies for higher education institutions to develop and produce marketable graduates who are competent and skilled. The implementation of GEB is monitored by the graduate Employability Task force (GET) in which the government would work together with the private sectors in evaluating the demands and supply of workforce for each economic sector⁴⁶.

A unified effort made from all sectors would play a major role in making Malaysia into a nation that provides a high rate of marketable professionals. The creative industry would become one of the industries that would have a position and high demands, and this would indirectly open up opportunities for graduates and the general public to contribute and rider the scope of this industry. The implementation of Islamic principles into the making of art works and Islamic films needed to be given more emphasis, so that their productions and implementations are idealistic, realistic and comprehensive in nature. These are important elements that would uplift the dignity of the arts industries in Malaysia as well as highlighting the uniqueness of traditions and cultures of the local society.

iii) Islamisation of Entertainment and Leisure Index in Malaysia

⁴³ Tenth Malaysian Nation Planning. <http://www.epu.gov.my/epu-theme/pdf/nem.pdf>. Accessed on 24 August 2015

⁴⁴ *Ibid.*

⁴⁵ Ministry of Higher Education Malaysia. (2012). *The National Garduate Employability Blueprint 2012-2017*. Putrajaya: Universiti Putra Malaysia. p. iv.

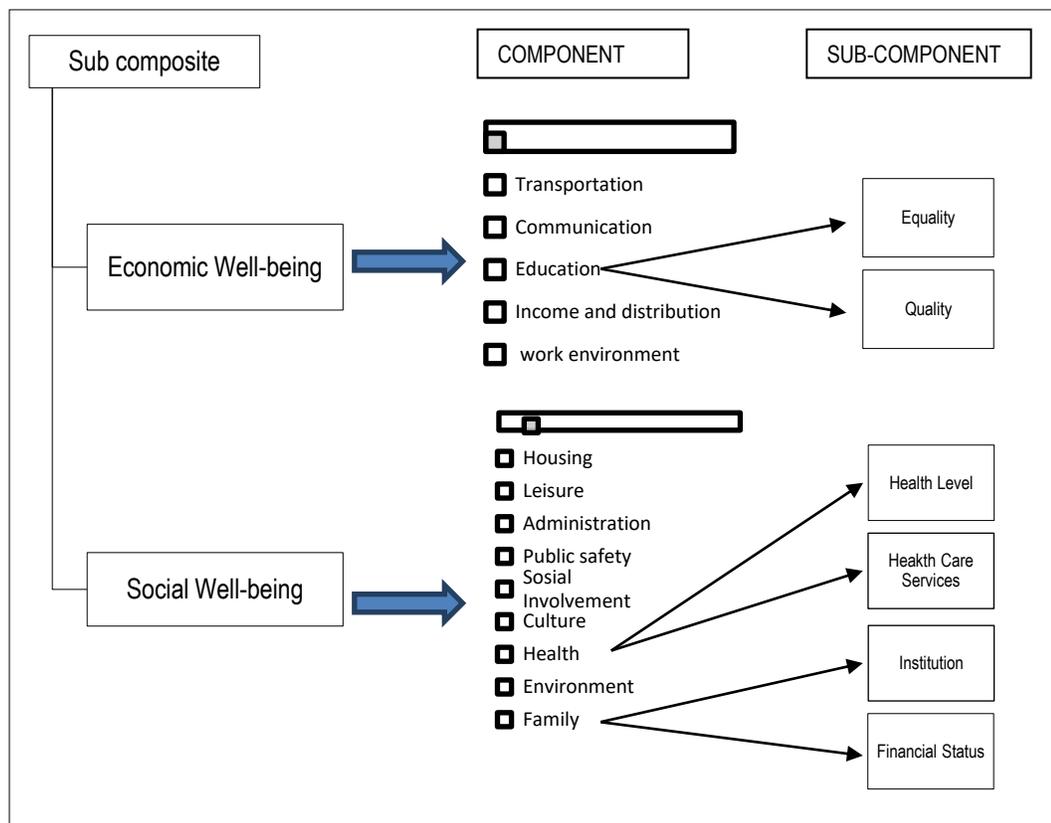
⁴⁶ *Ibid.*

Index of Public Well-Being in Malaysia⁴⁷ measures the level of public well-being based on the changes in the national socio-economics development. There are two major strategies utilised in assessing public well-being. The first step-includes determining well being the choice of components and indicators through orderly quantitative methods. Components and indicators were chosen the best international practices and also based on current issues and challenges faced by the public.

The second step is the effort to analyse leisure and its relationship between measured economic growth based on GDP and well-being measured through the Index of Public well-being in Malaysia. This analysis involves the testing of relationship between composite index, sub-composite index and its elasticity with changes in GDP.

The performance index of public well-being in Malaysia for the years 2000 to 2012 showed that policies and strategies for the nation's developments have increased the level of public well-being. Based on Figure 1, components of leisure were also listed as important components in Index for public well-being in Malaysia under sub-composite of social well-being.

Figure 1: Component of Public Well-being Index in Malaysia in 2012⁴⁸



⁴⁷ Economic Planning Unit (2013) Public Well-being Report 2013. www.epu.gov.my. Accessed on 23 August 2015
⁴⁸ *Ibid.*

Meanwhile, Table 1 showed the indicators involved for Leisure Component Index. It could be seen that from the year 2000 to 2012, the National Leisure Index increased to 31.4 points which portrayed a positive rate which was especially contributed through household subscriptions of paid TV as shown in Table 1.

Table 1: Leisure Component Index⁴⁹

Indicator	Changes in index points (2000-2012)
Number of households with paid TV subscriptions	39.2
Number of visitors to recreational parks	38.1
Number of cinema goers	28.6
Number of domestic hotel lodgers	19.6

Based on the table above, it could be seen that the index of the number of households with paid TV subscriptions increased to 39.2 points in the year 2000 to 2012 due to the increase of buying power amongst consumers and the attractive packages offered to consumers of all ages, offered by the service providers. These packages offered larger network coverages and also the latest and immediate local and international news coverage. This is followed by changes in index points for visitors in recreational parks for about 38.1 points, number of cinema goers with 28.6 points and number of domestic hotel lodgers with 19.6 points. Factors for the positive changes for the number of cinema goers were due to the strategic locations of cinemas and also the increase of public interest towards films, better amenities in cinemas and the introduction of e-tickets had attracted more movie goers to visit cinemas. The higher rate for changes in index points from TV consumers mean that Malaysians spent a lot of their time to watch TV channels or cinemas. Makers and producers of Islamic arts should make efforts to penetrate into the market based on the figures and points illustrated above. Therefore, there is a need to implement Islamic principles in producing art works in Malaysia relevant in fulfilling the needs of instilling and nurturing Islamic values and principles within the Malay, and Muslim population. This is to ascertain that the human resource output are from those who are godly, credible and have integrity borne through the presentations of Islamic films, dramas and other creative art works and services.

CONCLUSION

Referring to the success of Malaysia's neighbouring country, which is, Indonesia, we could honestly relate this to the potential of Islamic films to play a major role in contributing towards the development of Indonesia's national creative industry projected through the success of several Malay Indonesian films such as "*Ayat-Ayat Cinta*", "*Ketika Cinta Bertasbih*", "*Sang Murab'i*," *Laskar Pelangi*",

⁴⁹ *Ibid.* p. 36.

“*Syahadat Cinta*” and “*3 Doa 3 Cinta*”. This success proves the increase of public interests and that movie goers are interested in watching and paying for Islamic arts and products.

These examples are enough to give clear and positive impressions and indications to the creative industries in Malaysia with regards to the potentials of uplifting Islamic film genres and the importance of creating films that fulfil Islamic shariah’ which are not lacking behind in terms of advancement in content, context and technology. Hence, relevant parties need to grab these opportunities to penetrate into the market share in the creative industry in Malaysia based on society’s current increase of awareness towards Islamic genre films or Islamic art works. Malaysia has what it takes to uplift and uphold the dignity of Islam as role models to other Islamic countries around the world. Creative industry would provide wider and better opportunities for the involvement of creative industries. The involvement of unified support from various parties including the government, private sectors, and NGOs would most significantly contribute to the success of developing a more positive and credible creative industry in Malaysia.

In fact, integrated efforts to apply Islamic principles and values comprehensively in producing Islamic film products in Malaysia are expected to uphold and portray the dignity of Islam and Malay culture values through the film media. Finally, Islamic film products are contemporary forms of preaching mediums that could penetrate into the available market of movie goers suitable to current societies’ needs, awareness and openness towards Islam.

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SOCIAL NETWORKING SITES IN CYBERSPACE COMMUNITY IN MALAYSIA

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Abstract

*This study is done in order to find the level of social networking sites among multiethnic users in Malaysia. Social networking sites are chosen as they bring many benefits to the users. This study used social capital theory as foundations theories for model development. The minimum sample size was determined through G*Power analysis. The study involved 482 respondents, selected through a cluster sampling technique involving three main ethnics in Malaysia. A cross sectional survey and structured questionnaire were used for data collection. All variables were measured through scales previously used by other researchers. SPSS ver. 20 software was used in the analysis. Results of the SPSS indicated that the level of SNS, three out of four factors namely quality, intimacy, and interaction in SNS show very high level.*

Keynote: social networking sites, uses & gratification theory

1. INTRODUCTION

Social Network Sites are where Malaysians spend the largest share of their time online. In Malaysia, social networking sites such as Facebook has 12 948 320 users which involve of 49.50 percent of population. The figure also displays that the biggest group of users is presently 18 – 24, followed by the users in the age of 25 – 34. In term of gender, there are 54 percent male users and 46 percent female users (Malaysia Facebook Statistics, 2012). Many people in Malaysia are very friendly on Facebook.

Murray and Waller (2007) have recognized social networking sites as virtual societies which let people to link and communicate with each other on a particular matter or to just hang out together online. Social networking sites generally offer users a profile and allow them to share and upload photos, music and several types of messages they would prefer to share with other

public. Moreover, these social networking sites offer social and emotional support, information resources and bonds to other users (Wellman and Gulia, 1999; Eyadat, & Eyadat, 2010). As mentioned by Rosen (2011), people who spend more time on social networking sites are better at showing empathy to their online friends and learn how to socialize.

According to Safko (2012), the big three social networks are Facebook, with over 800 million memberships; Twitter, with over 200 million memberships; and LinkedIn, with 120 million users. Burson-Marsteller Asia Pacific has released a very exciting social media report. Based from the report, 64.7 percent of Malaysian uses the internet and the top social networks are Facebook and Twitter (Kent, 2012). Most of the users are youth (Nazan et al., 2011). Figure 2.1 below show the SNS usage during leisure time by Malaysian.

2. The Importance of Social Networking Sites (SNS)

The supremacy of social networking sites essentially depends on its mainly purpose. When social media engagement contributes to positive changes, there is an inevitable forward movement with regard to the development of peaceful relations as well as the construction of a healthy, harmonious, and prosperous society. It is also a tool made for information transfer, and primarily the nature of the message and method of transmission either aid or hamper social growth (Moala, 2011).

According to Taske and Plude (2011), through social networking sites, users can choose which messages sort it to the inbox, block advertisements and protect work-related e-mails for other formal e-mail accounts. Moreover, users will be able to send and receive messages in real time through whatever medium or device is most appropriate for them. Facebook and Twitter can serve a very distinct purpose – to keep people connected on a personal level. People meet digitally to discuss politics, rally for a common cause and gossip about neighbors. They also help users announce their availability to other people and, potentially, services. The benefits to using social networking sites can be numerous and many such as sustaining contact with peers, developing a network with other people around one, bring together with old classmates or friends, see people with similar interests, networks for groups and organizations, distribution recent news about a person's life or getting the latest news, and so forth (Nazan et al., 2011).

There has been a progress in support groups and social networks that encourage individuals to build relationships and share problems and best practice (Leach, 2011). Furthermore, Cheong (2011) identified that social media bring several advantages associated with bigger access and interaction where people can connect in new ways. He also certainty that social networks permit the exchange of visual, textual, and video information among participants, now known not just as 'users' but also as hybrid producers and consumers or 'pro-sumers'. Users also can connect and share their faith and lives with others through blogs, music, photos, audio messages, prayers, causes and many more.

3. Social Networking Characteristics

Statistics show by Kemp (2012) stated that Malaysians citizens seem to choose the internet than TV, spending almost twice as much time online as they do watching television. Social networking sites drives greatly of this content consumption, and considering the scope of the average citizen’s social network, it’s perhaps unsurprising to learn that around *one third* of the country’s internet traffic is produced by social sites. The statistics also show 80 percent of Malaysian web users download online video content, 86 percent download music each month and spend about 41 000 000 hours watching online videos. Lastly, 51 percent of them have an active YouTube profile.

Table 2.1: Social Networking Characteristics, adapted from (Pettenati and Raneiri, 2006)

Goal	Relation constructed on individual interests, debate, confront on specific topics; multiplicity and heterogeneity of joining wellbeing and inspirations
Belonging	Impulsive and self-governing motivation
Duration	Non-defined
Cohesion and enabling factors	Great level of trust (relevance of reputation), sense of accountability, high technological skills, distributed reflexivity and evaluation (non autonomous, nor heteronymous but socially spread) Type of relation: share/evaluate

4. Social Networking Sites (SNS) Factors

Based on an extensive literature review and empirical studies, Reza Pishghadam et al., (2011) have developed a few factors in measuring social solidarity. The factors affecting social network sites use in order to gain solidarity are:

Interaction: This factor refers to an occasion when two or more people or things communicate with or react to each other. Through interaction by multiethnic in SNS, they can discover their similar attitude, opinions and values (Edelmann, 1993). The social networking sites today is the only accepted network that allows people to globally keep in touch with each other (Kushairi, 1997). As stated by Cheong (2011), SNS can increase access and interaction where clergy and congregation can connect in new ways. Solidarity society contains a high degree of social interaction within communities (Kearns and Forrest, 2000).

Involvement: refers to the act or process of taking part in something. At the involvement stage, a sense of mutuality of being connected develops in SNS. During this stage, people experiment and try to learn more about the other person (Devito, 2009). As stated by Devito (2009), during this stage a sense of mutuality of being connected develops. SNS can be seen when people link up with friends and family, either by adding them as a friend, following them or tagging them in photos.

Quality: This factor refers to the level of enjoyment, comfort, and health in someone's life. The quality in SNS that makes a relationship interpersonal is interdependency; that is the actions of one person have an impact on the other (Devito, 2009). Contact quality and frequency of contact with friends enhance group attitude (Tropp and Pettigew, 2005). According to Sabbagh (2003), people who characterized by a good or highly positive climate friends, respectively, to situations of strong solidarity. Hargie et al. (2003) suggested, the more similar the values and common interest of friends in SNS are, the more likely they are to become friends. SNS can be used as a form of social and prayer support as they provide an avenue for connections (Cheong, 2011).

Intimacy: Finally, intimacy refers to things that are said or done only by people who have a close relationship with each other. It is a feeling that you can be honest and open when talking about yourself, that you can express thoughts and feelings you wouldn't reveal in other relationships (Devito, 2009). Exchange of essentials resources in SNS such as love, respect, unselfish attitude will contribute to strong solidarity (Sabbagh, 2003). As stated by Wellman and Gulia, (1999) and Eyadat and Eyadat (2010), SNS can provide social and emotional support, information resources and ties to other people. Through this stage, communication becomes more personalized and easier (Gudykunst and Nishida, 1984).

5. RESEARCH METHODOLOGY

This study employed the quantitative study approach (explanatory study) to identify the level of social networking sites among SNS multiethnic users in Malaysia. For sampling, by referring to Krejcie & Morgan table, 30 million population in Malaysia or 12 million SNS users can be equal to 384 sample of respondents with 95% confidence (The Research Advisors, 2006). The study involving 482 respondents, selected through a multistage sampling techniques which are cluster sampling and purposive sampling. A cross sectional survey and structured questionnaire were used for data collection. The data were keyed in and analyzed by SPSS (Abdul Rauf Ridzuan et al., 2015.)

In this study, the sample size used was also determined by two technique namely G*Power analysis (Erdfelder, Faul and Buchner, 1996), and Green (1991) recommendation on using Multiple Regression Analysis. Using G*Power analysis, specifically for F – Test in Multiple Regression analysis, the total suggested sample is 138 (effect size $f^2 = 0.15$ (medium); $\alpha = 0.05$; power = 0.95; number of predictors / independent variables = 5). The value of Alpha and power were acceptable for social science research. G*Power is a general power analysis program that perform high precision statistical power analyses for the most common statistical test in social science research. Moreover G*Power is design for sample size calculation based on specific statistical analysis used in the particular study (Erdfelder et al., 1996).

For this research, the study involved with 484 respondents. The data was collected through a survey questionnaire. A likert scale was used for the students to answer questions relating to the SNS factors. Data was key in and analyzed using SPSS version 20.

6. RESULTS AND DISCUSSIONS

6.1: Pattern of Social Networking Sites (SNS)

The data from table 1 below illustrates that the most popular SNS used by respondents is Facebook which is 80.9%. It shows that Facebook is still the most popular use by SNS users in Malaysia. The result also showed the same result found by Kent (2012) and Malaysian Institute for Research in Youth Development (2012). According to Malaysia Social Media Statistics (2014) and Kent (2012), 64.7 percent of Malaysians use the internet and the top social networks are Facebook and Twitter. Overall, Facebook is still the most popular in SNS.

Table 1: Distribution of most usage SNS (n = 482)

Most Usage SNS	Frequency	Percentage (%)
Facebook	390	80.9
Twitter	88	18.3
LinkedIn	4	0.8

Based on the table 2 below, 73.1% of the respondents have friends in their social networking sites between 1 – 500 people. In term of spending time, 42.1% of them used SNS between 1 – 2 hours per day in average. In contrast, research done by Survey Malaysian (2010) found that Malaysian has an average of 233 friends in their SNS and average time spends on SNS is 3 hours 17 (Malaysia Social Media Statistics (2014).

Table 2: Number of friends and frequency of SNS usage analysis

Items	Frequency	Percentage (%)
Average number of Friends in SNS		
1-500	352	73.1
501-1000	93	19.3
1001-1500	16	3.3
1501-2000	16	3.3
2001-2500	5	1.0
Average Used of SNS		
1-2 hours (low)	203	42.1
3-4 hours (average)	117	24.3

5-6 hours (high)	162	33.6
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6.2 Level of interaction among SNS users with other ethnics

The descriptive statistics for the respondents' interaction with other ethnics in SNS are shown in Table 3 below. All 482 respondents answered these questions. The mean scores, and standard deviations are reflected in table 4.8 and discussed in the subsequent section. The results showed that respondents who have good personality tend to interact with other ethnics in SNS (M=2.84). The result also indicated that the respondents believe that their group identity play the major role in order for them to communicate with other ethnics (M=2.71). The respondents also interact to find the similarity in opinion (M=2.69). The findings showed the same results with Hargie et al. (2003). Their research found that interaction is shaped partly by their individual personal characteristics. The more similar the quality values and common interests of colleagues are, the more likely they are to become friends. Interaction on SNS with all ethnics is the lowest mean (M=2.60).

Table 3: Interaction on SNS

Interactions	Mean	Std. Deviation
Interaction based on own personality	2.84	.77
Based on group identity	2.71	.81
To find the similarity in opinion	2.69	.86
To maintain the relationship	2.67	.86
To strengthen the relationship	2.64	.83
To find the similarity in attitude	2.60	.82
Interact with all ethnics	2.60	.80
Overall	2.68	.63

6.3 Level of involvement among SNS users with other Ethnics

In Social Capital Theory, sociability and involvement among multi-ethnic in SNS can enhance social solidarity. Table 4 showed respondents tend to get involved activities in SNS when they

were invited to attend some events (M=2.53) and for involving outdoor activity (M=2.44). It shows that SNS can be important tool for multi-ethnic users to use to do activities in internet and in reality. Devito (2009) posited that during the involvement stage, a sense of mutuality of being connected develops in SNS. During this stage, people will experiment and try to learn more about the other person. In addition, a study conducted by Bernard (1999) also found that people tend to spend their time with their colleagues and friends in SNS. Engaging with multi ethnic friends is important in developing good team relations. However, feeling comfortable with multi-ethnic friends is in the lowest mean (M=2.10).

Table 4: Involvement on SNS

Involvement	Mean	Std. Deviation
Attending to events invited through SNS	2.53	.89
Involving outdoor activity	2.44	.90
Chatting through SNS	2.38	1.0
Involve with variety activities	2.37	.91
Involving social activity	2.35	.95
Involving cultural activity	2.31	.96
Involving political activity	2.29	.94
Comfortable with multi-ethnic	2.10	.98
Overall	2.44	.65

6.4 Level of intimacy among SNS users with other Ethnic

Based on social solidarity theory, solidarity is described by the purpose of promoting group goals in his own right, provided the actor perceives positive attitude such as trust, be harmony and openness from others towards him. Based from table 5, data analysis shows that intimacy can be realistic when SNS users practise openness (M=2.90), when SNS can create harmony (M=2.83), when harmony exist with multiethnic friends (M=2.82), multiethnic friends have good background (M=2.82) and multiethnic friends become close friends (M=2.80). At the intimacy stage, people establish a relationship in which they become closest friend, lover or companion. Communication becomes more personalized and easier (Gudykunst and Nishida, 1984). Furthermore, a research done by Nazan et al., (2011) found that by being openness, people easily come together to reestablish connection with the people they had forgotten and to get in touch with the people they knew. The lowest mean is to have close relationship with multiethnic

friends in SNS (M=2.67). The original 8 items were reduced into 6 items due to the redundancy of some questions.

Table 5: Intimacy through SNS

Intimacy	Mean	Std. Deviation
Openness can unite everyone	2.90	.77
SNS creates harmony in my environment	2.83	.79
Harmony exist when mix with multi-ethnic friends	2.82	.81
Multi-ethnic friends have good background	2.82	.72
Multi-ethnic friends become close friends	2.80	.81
Have close relationship with multi-ethnic in SNS	2.67	.82
Overall	2.76	.67

10. CONCLUSION

Based from table 6, the mean score achieved for all respondents on this dimension is 2.67. The highest mean for SNS factors is quality (M=2.77), followed by intimacy (M=2.76) and interaction (M=2.68). It shows that quality in SNS is the main factor people use social networking sites. According to social capital theory, social networks and quality sociability on SNS will help to develop solidarity among multiethnic in Malaysia. Previous researches also have demonstrated that both contacts quality with multi ethnic members enhance intergroup attitudes (Tropp and Pettigrew, 2005).

Table 6: Descriptive statistics of the SNS Factors

Constructs	N	Mean	Std. Deviation
Quality people SNS	482	2.77	.56
Intimacy through on SNS	482	2.76	.67
Interaction on SNS	482	2.68	.63
Involvement on SNS	482	2.44	.65
Overall		2.67	.63

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MEASURING THE FACTORS OF EMPLOYEES' JOB SATISFACTION AMONG LECTURERS IN UiTM MELAKA

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ABSTRACT

This research is basically aimed to recognize and measure the factors of employees' job satisfaction among lecturers specifically in the organization of UiTM Melaka, Campus of Alor Gajah. In the world of development, this topic is prominent in its way as every organizations need to improve their employees' satisfaction to produced a decent job (Wan Ahmad & Abdurahman, 2015). There were many familiar present studies in this field that may be a strong stand to be referred. By using Maslow's Hierarchy of Needs Theory and Herzberg Motivator-Hygiene Theory which are related to job satisfaction field, there were four relevant factors of employees' job satisfaction; work relationships, job security, self efficiency and payment and reward. A survey is conducted based on Krejcie and Morgan Table, N=340, S=181. A total of 212 questionnaires were answered by the lecturers of UiTM Melaka, Campus of Alor Gajah as purposely sampling and produced the results.

Keywords: factors, employees' job satisfaction, academic staffs.

Keywords: *Employee, Job satisfaction, Lecturers*

INTRODUCTION

Employees' job satisfaction is the most important thing seek by every company. This is due to getting a title as a successful company, the company must have a really good job performance by the company's worker. It is not easy to have a group of the worker who can perform enough in their work. That is how the highest council of the company doing their works, they make some researches about their employees and they find out what they want to satisfy them out. In order to get catch their satisfaction is fulfilled their wants and needs.

Employees' job satisfaction is non-monetary reward where an employee went for separated from his/her direct income as an outcome of his profitable action. According to Spector (1997). Satisfaction has been widely studied because of its relevance and related to physical and mental

well being of a mankind. Job satisfaction also assumes a critical part of enhancing the financial standing of a company as well as the organization (Aronson et al., 2005).

That is how this study works as UiTM Melaka, Campus of Alor Gajah is an organization which needs to bring themselves into successful organizations. UiTM Melaka, Campus of Alor Gajah has its own staffs which divided into two; academic staffs (lecturers) and non-academic staffs (officers). This research needs the academic staffs to play their important role as it calculating their satisfaction to the organizations and their works which may affect their job performance.

According to a research by Mustapha (2013) universities nowadays are expected to cultivate new and latest knowledge, give the right kind of leadership and endeavor to promote uniformity and social justice. There are some main objectives in higher education which are giving the students an in-depth knowledge, analyzing the academic improvement, instructing the students, and to organize national improvement demands (Johnes and Taylor, 1990).

PROBLEM STATEMENT

In Malaysia, there were private and public higher education institutions that have been set up to follow up the development of the higher education. The Ministry of Higher Education was started in planning huge changes in higher education by building up the Malaysian Qualification Agency and the Malaysian Qualifications Framework. The objectives and the goals have been set up especially in giving the quality of teaching, conducting research and reaching the country's standard.

That is why it is significant for lecturers to be in the universities. They play the most important role especially in rising up the corporate image and producing superb graduates at the same time. They are the main reason an organization of UiTM could stand for a long period. Since the role of academicians is exceptionally important, exertion ought to be taken in advancing loyalty among them. That is the reason job satisfaction as a stand out amongst the most imperative component in promoting loyalty of lecturers ought to be genuinely considered by all advanced education institutions. Lecturers who constantly unpleasant and unsatisfied with the work will influence the execution and nature of their work.

According Shafiq and Naseem (2011), messed up tasks gave by the institution may result in employees' job satisfaction in work and low inspiration. Hence, the unsatisfied environment will bring to diminished which will then disturb the performance level and the employee's confidence (Quible, 2005). In addition, the psychological factor of individuals may influence the employees' performance to finish the tasks. Subsequently, regardless of how great is the physical environment of the workstation given by an organization, the workers still cannot convey the best effort if there exists the feeling of unhappiness?

In these cases, this is the reason for the research on studying the factors of employees' job satisfaction among lecturers in UiTM Melaka, Campus of Alor Gajah. The lecturers have their rights to have a positive work environment, good payment, worth rewards, and such. Besides all of this, as an employee, they also need to produce satisfied and sincere tasks as a satisfaction to themselves as well as the company and the organization itself. In order to gain all these things, the company especially the authority must take an initiative to provide what is needed by their

staffs. Are they need a good work relationship, high level of job security, their self-efficiency or the worth payments and the rewards?

JOB SATISFACTION

Job satisfaction speaks to a mix of positive or negative sentiments that employees have towards their work. It is a employees' feeling of accomplishment and how they can accomplish their work, and it is for the most part seen to be straightforwardly connected to efficiency and also to individual prosperity (Aziri, 2011). In any case, there is still no broad understanding in regards to what job satisfaction is, and in this manner, different philosopher have different understanding towards characterizing job satisfaction.

As stated by Graham (1982) job satisfaction is characterized as "the estimation of one's feeling and attitudes towards one's job." For example, if the lecturers are not happy with nature of the workplace but they know how to deal with the situation and do not let this influence their managing the students. Job satisfaction is specifically identified with the internal sentiments of employees. Furthermore, job satisfaction is specifically related with the employees' dedication towards their organization, their work performance as well as positive vibes that motivated them to do the works perfectly.

DIMENSIONS OF EMPLOYEES' JOB SATISFACTION

Job satisfaction is straightforwardly identified with the inward sentiments of employees. There is correlation analysed demonstrates that job satisfaction and its attributions have negative and noteworthy relationship on turnover intentions. Job satisfaction and job qualities of aptitude verity, task personality and criticism diminish if the lecturers experience abnormal state turn intentions (Samad, 2006). The staffs commitment to the company, execution and inspiration rely on job satisfaction (Noordin & Jusoff, 2009). Advancement opportunity positively affects job satisfaction (Mustapha & Zakaria, 2013).

According to Sundar (2012), age, expertise, pay and unit are needed in bringing the level of job satisfaction. While cleanliness factors, for example, job security, employer stability, post retirement offers, recommendation system and condemnation system cause high job satisfaction.

Workers who are satisfied with their job will be more dedicated to associations and the other way around. Dongre & Nifadkar (2014) added that age is likewise decidedly identified with the commitment, implies that more seasoned staffs will be more dedicated to their association as contrast with youths representatives. Based on Pandey & Khare (2012) effect of job satisfaction and the employees' commitment is compelling on employee reliability in manufacturing and service industry yet the case will be different in service industry where the employees' commitment has no effect on the staffs loyalty however job satisfaction does.

Work Relationship

A strong workplace is portrayed by employee perceptions that co-workers are involved in their work and that managers support and encourage workers' work endeavours (Moos, 1981). Supportive work environment are related for the most part with enhanced work-place attitudes and more productive practices (Day and Bedeian, 1991).

Supervisor support is the degree that employees see that supervisors offer workers support, consolation and concern (Burke, Borucki and Hurley, 1992). The level of supervisor support may influence workers' performance, in any case, the impact might be intervened by role pressure. For instance, an essential way by which supervisors encourage worker execution is by giving key resources such as sufficient equipment and training (Guzzo and Gannett, 1988). Two-way communication is the most essential between the management and academic staff to create a conducive and friendly environment.

Various researchers opinion that having friendly and supportive friend add to expanded job satisfaction (Kreitner & Kinicki, 2001). As indicated by Madison (2000), members who needed help from kindred specialists, will probably experience the ill effects of employment disappointment. Another study found that positive relationships with kindred labourers upgrade work satisfaction (Berta, 2005).

Job Security

Job satisfaction and security has a clear relationship as the employees are much pleased with their jobs with better security. Many researchers have found that employees with permanent jobs are more pleased with their jobs as compare to the employees on contract basis.

It was found to have a positive relationship with job satisfaction as indicated by various researchers (Baloch, 2009). Consequently, lecturers are allegedly satisfied when there are promotional opportunities and it was recommended by Kosteas (2009) that academic staffs are committed and persuaded when they accept or imagine that there are advancements in a brief time frame. Hence, this expanded their confidence, execution and job satisfaction, as detailed by Saba (2011) when she expressed that the respondents of her research were happy with the work itself, payment, working conditions, job security and co-workers. Nonetheless, in her study, there were a significant number of educators who were disappointed with the procedure of promotion in their jobs. In a research done by Nabi (2003) found that job security and career progress can be related positively to career success.

Self-Efficiency

When women and men consider about their career decisions, the probability of picking a specific career is affected by desires for success in those occupations (Betz and Hackett, 1981). Women report more elevated amounts of self efficiency for job success for professions that are female dominated, and men report more elevated amounts of self efficiency for job success while considering careers that are male dominated.

With the end goal for one to build up an interest or preference for a specific occupation, one must think about critical results, named outcome valence, for example, high wage. Then, see that having such an occupation will be instrumental in giving the result. For instance, turning into an engineer will bring about a high salary. While thinking about a few results and instruments, higher esteems will bring about more interest. For really settling on a word related decision, another idea of significance is hope, the subjective likelihood that a given demonstration will prompt a result. For instance, if engineer is a conceivable decision, what is the subjective likelihood that one will effectively total educational requirements (Brooks and Betz, 1990).

Payment and Reward

According to Heathfield, S.M. (2012), salary is a settled measure of cash or remuneration paid to an employee by an employer in return for a profitable work performed. Compensation framework assumes an essential part in deciding a employee's level of job satisfaction. The developing needs of families with higher living costs force workers looking for higher salary that can ensure their future and life fulfillment. On the off chance that people trust they are not remunerated well, a condition of enthusiastic disappointment will create. This passionate error will develop and collect finished circumstances along these lines make representatives miserable and unsatisfied working for the association. Pouliakas (2010) found that there is a huge negative connection between „small“ extra installments and the fulfillment of laborers with the real occupation itself. Money related impetuses positively affect workers“ utility and execution as long as they are sufficiently extensive. As Millán, J. M. et al. (2011) revealed that for the two representatives and the independently employed, having higher work salaries improves the probability of being happy with the sort of work.

RESEARCH METHODOLOGY

The explanatory research is likewise referred as an analytical study. This type of research also known to identify any of the causal links between the variables or the factors that belong to the research problem that has been stated in the research questions. This research design helps to provide the understanding of the relationship between the variables fixed in this study. For example, this design enables to fulfill the main purpose of the research which is to identify the factors of employees' job satisfaction among lecturers in UiTM Melaka, Campus of Alor Gajah. As stated by Gay and Airaasia (2003), the basic structure of a research can be seen through its research design because the research design represents the research main ideology. It is also essential due to achieve the research objectives accurately.

As referred to the Krejcie & Morgan (1970) from the table of Krejcie & Morgan, from the population of 340(N), the sample group is focused to 181(S) staffs out of 340 lecturers in UiTM Campus of Alor Gajah. The 181 sample is picked randomly and generally without any biased in choosing the respondents

RESULTS AND DISCUSSIONS

a) Profile of the lecturers of UiTM Campus of Alor Gajah

The profile of the sample is discussed in terms of nine characteristics: gender, age and education level, experience, faculty, teaching grade, industry experience and happiness.

ITEM	FREQUENCY	PERCENTAGE %
GENDER		
• Male	71	33.5
• Female	141	66.5

AGE GROUP

• 20 - 29 years old	19	9.0
• 30 - 39 years old	125	59.0
• 40 - 49 years old	48	22.6
• 50 years old & above	20	9.4

HIGHEST EDUCATION

• Bachelor Local	5	2.4
• Bachelor Oversea	3	1.4
• Master Local	170	80.2
• Master Overseas	15	7.1
• PhD Local	16	7.5
• PhD Oversea	3	1.4

TEACHING EXPERIENCE

• ≤ 5 years	34	16.0
• 5 - 9 years	77	36.3
• 10 - 14 years	58	27.4
• 15 - 19 years	18	8.5
• 20 ≥ years	25	11.8

FACULTY

	55	25.9
• Faculty of Business and Management	34	16.0
• Faculty of Accounting	11	5.2
• Faculty of Hotel Management and Tourism		
• Faculty of Art and Design	52	24.5
• Faculty of Communication and Media Studies	13	6.1

• ACIS		
• APB	15	7.1
• Law	26	12.3
	6	2.8
SALARY		
• ≤ RM2000	2	0.9
• RM2001 - RM3000	21	9.9
• RM3001 - RM4000	13	6.1
• RM4001 - RM5000	36	17.0
• RM5001 ≥	140	66.0
TEACHING GRADE		
• PTFT	22	10.4
• DM 41/42	10	4.2
• DM 45/46	71	33.5
• DM 51/52	97	45.8
• DM 53/54	12	5.7
EXPERIENCE IN INDUSTRY		
• Yes	158	74.5
• No	54	25.5
WORKING HAPPINESS		
• Yes	169	79.7
• No	43	20.3

Table 1: Frequency Analysis

The table above shows a clear summary of the research frequency analysis of the respondents. These are the respondents background personal data which were related to the research topic and each of them would be useful information. Based on the table, the frequency of the gender distribution was preceded by female respondents which 66.5% while male respondents amount are only half of female. Next, the highest distribution for the age group is the group of 30 to 39 years old which 59% from the respondent are dominated by this group. From the frequency distribution table, the majority circle of the highest education part is Master Local which are 80.2% of them from the whole group of respondents.

The teaching experience shows moderate amount but the highest is 5 to 9 years where 36.3% of the lecturers included. In addition, another useful part of the research is the faculty where the highest value are came from Faculty Business and Management which 25.9% of lecturers are from this faculty. Next, the highest salary rate is RM5000 and above where dominated until 66.0%. Then, the frequency distribution of the lecturer’s teaching grade shows the highest at DM51/52 which 45.8% mostly. Most of the lecturers have their experience in industry which 74.5% of them ticked Yes for this item and 79.7% of the respondents were happy working in this institution (UiTM).

b) Cross-Tabulation Analysis

Gender * Working Happiness Crosstabulation

		Working Happiness		Total
		Yes	No	
Gender	Male	58 (81.6%)	13 (18.3%)	71 (33.4%)
	Female	111 (78.7%)	30 (21.2%)	141 (66.5%)
Total		169 (79.7%)	43 (20.2%)	212

Table 2 Cross-Tabulation Analysis Between Gender and Working Happiness

Based on the table above, the cross-tabulation data analysis between gender and working happiness is measured as to analyse on the value of male or female that are happy and satisfied working in UiTM institution. The table shows that 78.7% of female are satisfied with their job and happy working in the institution while the value of male working happiness are 81.6% out of 71 of them. Only 18.3% of the male respondents are disagreed and not feeling happy working in the institution which is lower than female unhappiness, 21.2%. According to the researches done by Hodson (1989) and Clark (1997), women might achieve a higher level of job satisfaction than men while men usually willing to verbalize their dissatisfaction with their job due to different socialization. This results agreed by a research from Tnash (1990) which stated that job satisfaction among females was higher than males.

Experience in Industry * Working Happiness Crosstabulation

		Working Happiness		Total
		Yes	No	
Experience in Industry	Yes	123 (77.8%)	35 (22.1%)	158 (74%)

	No	46 (85.1%)	8 (14.8%)	54 (25.9%)
Total		169 (79.7%)	43 (20.2%)	212

Table 3 Cross-Tabulation Analysis Between Experience in Industry and Working Happiness

The table above shows a cross-tabulation of the data between the experience working in industry and their working happiness. The data shows that 77.8% of the experienced lecturers who are ever working in industry stated that they are happy and satisfy working in this institution (UiTM) and only 22.1% of them were not happy for their job. In other context where inexperienced lecturers for the industry, there are 85.1% agrees and 14.8% disagrees. This can be assumed that even though the lecturers ever worked In the industry before, they are satisfied and happy working in this institution. According to Berg (1999), those who are able to use their skills and knowledge on the job, applying positive employee-management relations and believe the company might helps in balancing work and family responsibilities will have high probabilities of being satisfied with their work.

Faculty * Working Happiness Crosstabulation

	Working Happiness		Total
	Yes	No	
Faculty of Business and Management	46 (83.6%)	9 (16.3%)	55 (25.9%)
Faculty of Accounting	25 (73.5%)	9 (26.4%)	34 (16.0%)
Faculty of Hotel Management and Tourism	10 (90.9%)	1 (9%)	11 (5.1%)
Faculty of Art and Design	38 (73.0%)	14 (26.9%)	52 (24.5%)
Faculty of Communication and Media Studies	11 (84.6%)	2 (15.3%)	13 (6.13%)
ACIS	14 (93.4%)	1 (6.6%)	15 (7.0%)
APB	18 (69.2%)	7 (26.9%)	26 (12.2%)
Law	6 (100%)	0	6 (2.8%)
Total	168 (79.2%)	44 (20.7%)	212

Table 4 Cross-Tabulation Analysis Between Faculty and Working Happiness

The table above is the third cross-tabulation table which the data is about the relationship between the faculties in UiTM Melaka, Campus of Alor Gajah and the lecturers' working happiness. Based on the table, the most happy and satisfy faculty is Law Faculty as 100% of them were agreeing the statement that they were happy working in the institution. Secondly,

ACIS Department as their working happiness reached 93.4% while Faculty of Business and Management, as 83.6% of the lecturers agreed while only 16.3% dissatisfied and not happy. On the other hand, the highest percentage for unhappy lecturers is in the faculty of Faculty of Art and Design which 26.9% out of 52 were ticking 'no' in the survey. There were only 73.0% satisfied from that faculty. There is an assumption falls due to this results where the workload of the faculties itself might relates to the lecturers self satisfaction. According to Mustapha (2013) having a heavy workload in a given targeted deadline will bring the employees getting to be stressed out from their work and their organization. Teaching is an exciting tasks but it can be a stressor when the workload cannot be handled.

c) Level of Work Relationship among Lecturers in UiTM Campus of Alor Gajah

Descriptive Statistics

Work Relationship	N	Mean	Std. Deviation
I can produce a really good job when I socialize well	212	3.34	.71393
My colleagues are very supportive, friendly and helpful when I need them at certain times	212	3.32	.73077
There are satisfaction in my work relationship	212	3.25	.70122
I can feel the positive vibes in my office	212	3.18	.71506
I can complete my tasks perfectly by the guidance of my supervisor	212	3.16	.73880
Overall		3.25	

Table 5 Individual Mean Test (Work Relationship)

The table above shows the mean of the first factors which is work relationship among the lecturers at the workplace. Based on the table, the highest mean that drives the work relationship factors in the survey shows on the item that stated the lecturers can produce a good job when they went socialize themselves with other lecturers which is M=3.34. The second item that might be a cause for this factor to be essential is the lecturers admit that their colleagues are supportive and they tend to help when the lecturers are in need. This item achieved its mean for M=3.32. This might influenced by the working condition at the workplace as well. As indicated by Friedlander and Margulies (1969), it was found that management and friendly staff relationships add to the level of job satisfaction. This proves that a good relationship in the workplace might help the employees to achieve to the level of job satisfaction. The overall mean of this factor is M=3.25 as the average of all items in this factor.

d) Level of Job Security among Lecturers in UiTM Campus of Alor Gajah

Descriptive Statistics

Job Security	N	Mean	Std. Deviation
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I feel comfortable and safe while at the workplace	212	3.33	.72426
The organization provides panel clinic if there anything happen to me	212	3.21	.96593
I feel totally secured working here	212	3.10	.77060
The operational environment is excellent	212	2.83	.82767
The facilities and equipment provided in the office works properly	212	2.61	.87217
Overall		3.02	

Table 6 Individual Mean Test (Job Security)

The data analysed on the table above shows about the job security of the lecturers in UiTM Melaka, Campus of Alor Gajah. The highest mean is M=3.33 which most of the lecturers agreed that they feel comfortable and safe while they were working. This also could be a factors on how the lecturers of UiTM Melaka, Campus of Alor Gajah satisfied to their job. Stephen P. Robbins (2001) advocates that working conditions will impact job satisfaction of an employee, as they care about a comfortable physical workplace. Thus this will render a more positive level of job satisfaction. Secondly, M=3.21 of the mean would be the second highest which most of the lecturers agreed that UiTM provides panel clinic for them to make sure their health needs are fulfilled. The overall mean of this factor is M=3.02 which quite high.

e) Level of Self Efficiency among Lecturers in UiTM Campus of Alor Gajah

Descriptive Statistics

Self Efficiency	N	Mean	Std. Deviation
I am aware of my work quality instead of quantity	212	3.51	.57168
I have my own sufficient skill and professionalism at doing this work	212	3.50	.66307
I am ready to put extra efforts to finish my work	212	3.45	.63646
I can share my ideas and thoughts to make a variation to the organization	212	2.99	.76279
I have freedom of decision when I need to accomplish the tasks	212	2.92	.77420
Overall		3.27	

Table 7 Individual Mean Test (Self Efficiency)

The table above shows about the self-efficiency which is one of the factors of employees' job satisfaction among lecturers in UiTM Melaka, Campus of Alor Gajah. Self-efficiency usually

depend on one's soft skill and personal skill as well. Based on the table above, the highest mean appointed at M=3.51 which the item is about a sufficient skill and professionalism of a lecturers. According to a research by Day (1999) there is presently a struggle for the professionalism skill, in pre-service and in-service stages which reflects the 'expanding complexities and inconsistencies of lecturers' work'. There are levels of data were included into lecturers level which concerning issues, for example, motivation, self-efficacy, commitment, job satisfaction, sense of professionalism, lecturer's change (Day et al, 2007). The second highest mean shows the item about work quality contributed by the lecturers instead of their work quantity which agreed by the mean of M=3.50. The overall mean of this factor is considered as the highest mean among the other factors which is M=3.27. The significance of self-efficiency as a factor of job satisfaction is agreed by most of lecturers.

f) Level of Payment and Reward among Lecturers in UiTM Campus of Alor Gajah

Descriptive Statistics			
Payment and Reward	N	Mean	Std. Deviation
My salary is fair and sufficient	212	2.96	.82416
The organization has clear policies regarding the salaries and allowances	212	2.89	.72873
The payment and rewards given match with the work I have been done and achieved my level of satisfaction	212	2.79	.76839
Compared to other universities, my reward system is more worth in this university	212	2.35	.87285
I received extra payment and reward when I give extra effort in settling the job	212	2.10	.94121
Overall		2.61	

Table 8 Individual Mean Test (Payment and Reward)

Based on the table above, it shows the analysed mean value for the factor of payment and reward. Payment and reward is one of the factor that have the lowest mean value which the overall of mean is M=2.61. The highest mean is M=2.96 in the item about sufficient and fair salary. This means most of the lecturers agreed that they will satisfied to their job when they gained a fair and enough amount of salary. The second highest value is M=2.89 which the item is about a clear policies regarding the salaries and allowances of UiTM. It is logical to expect that activity rewards such as high pay ought to be notable to employee even during the beginning periods of a job, while the expenses related with a given employment such as varieties workload, deadlines and lacking resources most likely turn out to be more detectable after some time (Rusbult and Farrell, 1983).

g) Level of Employee Self Satisfaction among Lecturers in UiTM Campus of Alor Gajah

Descriptive Statistics

Level of Employee Self Satisfaction	N	Mean	Std. Deviation
I always feel grateful to be hired in this university	212	3.45	.61551
I can really survive with the workplace, working system, and the environment here	212	3.37	2.89083
I feel that I have a number of good qualities in doing this work	212	3.32	.55307
Since I am working here my life is full of learning a new experiences	212	3.32	.70820
My job makes good use of my skills and abilities	212	3.32	.64516
I enjoy a lot of things I have done for my work	212	3.26	.69257
All in all, I am very satisfied with my work and myself	212	3.23	.68038
I feel that I am a person of worth which at least on an equal basis with others	212	3.22	.66240
I am really satisfied with the involvement in making the decision to accomplish my work	212	3.20	2.18534
I can find beauty in being a lecturers in this university	212	3.18	.72800
My confident level moves higher since I am working here	212	3.18	.81220
I know how to change dissatisfaction to a satisfaction	212	3.15	.70600
I am very satisfied with my work now	212	3.13	.64691
My achievement in this organizations are much enough to be proud	212	3.02	.74122
I find most things are amazing while working here	212	2.95	.81581

Overall

3.22

Table 9 Individual Mean Test (Level of Employee Self Satisfaction)

The table above shows the data about the dependent variable of this research which is the level of employee self satisfaction. The mean of this variable is measured and resulted that the highest mean is M=3.43. The item is about the lecturers' gratefulness of their job when they are hired to work in UiTM. Cameron's (2012) research can be utilized to propose that work environments which empower prudent practices, such as gratitude, will encourage employee well-being. He also defined standardized gratitude as "gratitude that is socially implanted inside the organization, through its people, policies and practices, to such an extent that gratefulness and thankfulness are standard highlights of daily work life". Secondly, M=3.37 of the lecturers' mean agreed about the item that stated they could survive and adapt the environment of their workplace. This proves that the environment of UiTM can fulfil the employee self satisfaction. The overall mean value of this variable is M=3.22 which is quite high so it might be significant in this research.

CONCLUSION

VARIABLE	ITEMS	MEAN
Independent Variable (Factors of Employees' Job Satisfaction)	Self Efficiency	3.27
	work relationship	3.25
	Job Security	3.02
	Payment and Reward	2.61
	Overall	3.03
Dependent Variable (Level of Employee Self Satisfaction)	Level of Employee Self Satisfaction	3.22

Table 10 Summary of Overall Independent and Dependent Variables Mean

The summary table compiles all of the mean values of the factors of employees' job satisfaction and the level of employee self satisfaction. Based on the table above, the highest mean value falls to the factors of self efficiency which is M=3.27. According to a research hypothesis of Klassen and Chiu (2010), It is estimated that lecturer's self efficiency would be influenced by lecturer's pressure (Skaalvik and Skaalvik, 2007) and that lecturer's job satisfaction would be affected by lecturers characteristics and lecturers stress. The overall mean of the independent variable is M=3.03. It also can be seen that the dependent variable or the level of employee self satisfaction mean value of this research is M=3.22 and all of the mean value is quite which shows that the significance of each elements to this research.

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**THE RELATIONSHIP OF STUDENTS' SATISFACTION AND
ACADEMIC PERFORMANCE: A CASE STUDY FOR PR
DEGREE STUDENTS UiTM ALOR GAJAH MELAKA**

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ABSTRACT

A study of degree PR student's satisfaction about UiTM Alor Gajah, Melaka facilities here was commissioned by a comprehensive university to provide a professional evaluation of student. Such a study had not been completed in the past and was needed to align student services with the mission, long-range goals, and strategic planning of the university. The researcher conducted a survey and distributed 94 respondent in UiTM Melaka which consist of PR degree students. The study demonstrated that relationship among UiTM staff as significant factor that effect on the student's academic performance. Result of the research were analyzed and discussed regarding the relationship between satisfaction and academic performance. In this study, the researcher using assimilation theory to describe satisfaction for PR degree students' and the finding from this research showed that satisfaction among UiTM staff being is most significant factor among the three factors.

Keywords: UiTM Alor Gajah, Melaka, Satisfaction, PR Degree, Academic Performance

INTRODUCTION

According to Hamre & Pianta, (2001), students can engage academically and socially in a productive way when the teachers build a positive vibes and bond with the students. The classroom will be supportive space between the students and the teachers. The relationship between the teachers and the students for low income students are important in high school stems intervention studies aimed at improving academic outcome (Murray & Malmgren, 2005). The relationship between the lecturers and the students are also important in institutions. This is because lecturers are the main reference for the student if the students are facing difficulties in their study. This relationship factor makes the researcher eager to know whether the lecturers and the students have a good relationship between them inside and outside of the classes. The reason that the researcher wanted to conduct this study is because of the curiosity to know whether the placement of PR Degree in UiTM Melaka is suitable or vice versa. Next, the researcher also wanted to identify whether the students are equipped with the enough facilities. Finally, the researcher wanted to know the level of relationship between the academic as well as the non-academic staffs and the students in UITM Alor Gajah, Melaka.

PROBLEM STATEMENT

In September 2015, a total of 21 students were enrolled in UiTM Alor Gajah, Bachelor in Mass Communications with honors in the course of Public Relations. They were the first batch which was placed in UiTM Alor Gajah Melaka for a bachelor program in Public Relation after UiTM Shah Alam, Selangor. UiTM Arau, Perlis is one of the campuses which was once a campus placement program for Faculty of Communication and Media Studies. However, the placement of the program Communication and Media Studies at UiTM Arau, Perlis was no longer available as it has moved to UiTM Alor Gajah, Melaka. This is because the placement of Mass Communication students at UiTM Arau was not suitable. The students were facing difficulties to access with expert in mass communication. The researcher has carried out this research study with an objective to identify whether the placement of PR degree students in UiTM Alor Gajah will have competency as PR students in UiTM Shah Alam. In UiTM Shah Alam, the PR degree students can access better in terms of networking with practitioner. PR Degree students in Shah Alam have better access to get connected with public relations practitioners if they have to interview them for assignment purpose as Shah Alam was located in the Klang Valley area. The researcher is eager to know whether the PR Degree students in UiTM Alor Gajah are feeling comfortable enough to stay in the campus. According to Schneider (2002), clean, quiet, safe, comfortable, and healthy are the important components of successful teaching and learning. The researcher also carried out this research to determine whether PR Degree students in UiTM Melaka were equipped with adequate facilities to study in UiTM Melaka Alor Gajah. This is because facility is one of the important factors that contributes to the student's success.

SURROUNDING FACTOR

According to Badar, Kamruddin and Puteh (2005) that factors of attitude, polytechnic climate and lecturer teaching is one of the factors that most influence achievement student excellence. The environment refers to all the objects there is a circle around (Osman, 2004). In this study the

environmental factors studied is class management. According to Hasmah Iberahim (2004), Class management refers to the comfort of a class structure ie arrangement of furniture, class facilities, student rankings and the comfort of students to study in solid state at a time. Attitude also factors that most influence achievement student academic performance. According to Anastasi (1976), attitude is a person's tendency to act with behavior certain behavior when dealing with something stimulus. It is a person's mental process individuals who can determine the potential response of each individual to the environment.

FACILITIES

As a growing university to world-class universities, many factors must be considered. One of them is of the aspect facilities and services provided by the university to students as a customer (W. Jaffar W. N. et al., 2005). Among them are lecture rooms / lectures / labs / workshops, libraries, cafeterias, international offices, sports and the university itself. To ensure students can learn in a good and comfortable environment as well teachers can communicate knowledge more effectively, so management, whether schools, Institutes of Higher Learning (IPTA) or the Institute of Studies Private High (IPTS), should provide infrastructures and facilities which are appropriate according to the course of the study (Selamat R., 2004). In accordance with the Lembaga Akreditasi Negara (2002) which has determined that each IPTS should have lecture rooms suitable for their size and complete with equipment to meet learning needs and laboratory / workshop / studio provided that it is also necessary and complete and comfortable for the teaching and learning process learning. Mok S. S. (2008) also stated that a conducive classroom must have basic equipment such as blackboard, board, and comfortable space, tables and chairs for teachers and pupils, wardrobes, decorated with preparation of reading materials, teaching materials and supporting equipment and is decorated with cheerfulness and cleanliness. Table structure and chair in the room is the best grade to facilitate the students to organize student-centered learning activities and group activities. If it is convenient as stated can be provided as good as it may be giving satisfaction to the students and thus the teaching process and learning can run smoothly.

RELATIONSHIP AMONG UiTM STAFF

Cho (2008) reported that students taking Life Skills courses at IPG Campus Raja Melewar, Seremban showed high interest in this subject and were satisfied with the physical conveniences as well as workshop equipment provided. They also agreed that they are easy to get the guidance from their lecturers to complete the course work, projects and assignments given. Students are also satisfied with the Integrated Living Skills Program proven to help teachers in teaching, helping to practice teaching methods and techniques, improving experience as well as improving new skills in instructors' teaching, enthusiasm and confidence. In Cho's (2008) study, there are some aspects that students are dissatisfied among them which are less lecturers provide practical training in practical work and students think references for the Life Skills subject is still lacking and needs to be added at the Institute Resource Centre. His study suggesting two improvements which are limited workshop equipment should be added and reference materials in Resource Centre should also be added. However, according to Yap Ming Hui (1994), the level of students' understanding does not depend on the teaching proficiency. The findings show that there is no significant correlation between lecturer's competence and academic performance. This illustrates

that academic performance of students is not dependent on the relationship or the competence of the lecturers.

ACADEMIC PERFORMANCE

According to Kamus Dewan (2005), achievement means what has been achieved or performance. Academics also relate to the academy (higher education center) and is characteristic or contains knowledge (high or profound). In other words, academic achievement focuses more on the grade obtained by a student in an occupation examination. If a student is achieving a good grade means that they have achieved excellence in the field academic and vice versa. In the context of this study, academic achievement refers to a decision CGPA (Average Value Collection) Public Relations students of the Faculty of Communication and Media Studies, UiTM, Alor Gajah Melaka. Suitable learning styles are essential to improve the academic achievements of the students (Chambers, 1991). Chambers thinks that students should be using the learning style as their strengths in the academic field. This is because the way in which the learning features will be causing students at all levels to be more motivated and beyond improving academic achievement. In addition, Dunn & Dunn (1979) stated that when methods, resources, and programs are matched by characteristics student learning styles, then academic achievement and student attitudes will be increased. On the other hand, if the match between teaching and learning is not accordingly, academic achievement and attitudes are also deteriorating.

RESEARCH METHODOLOGY

This study employed the quantitative study approach (explanatory study) to identify the level relationship between students' satisfaction factor with academic performance. For sampling, by referring to Krejcie & Morgan table, 94 PR degree students in UiTM Alor Gajah can be equal to 76 sample of respondents with 95% confidence (The Research Advisors, 2006). The study involving 94 respondents, selected through a multistage sampling techniques which are cluster sampling and purposive sampling. A cross sectional survey and structured questionnaire were used for data collection. The data were keyed in and analyzed by SPSS. (Abdul Rauf Ridzuan et al., 2015).

In this study, the sample size used was also determined by two technique namely G*Power analysis (Erdfelder, Faul and Buchner, 1996), and Green (1991) recommendation on using Multiple Regression Analysis. Using G*Power analysis, specifically for F – Test in Multiple Regression analysis, the total suggested sample is 138 (effect size $f^2 = 0.15$ (medium); $\alpha = 0.05$; power = 0.95; number of predictors / independent variables = 5). The value of Alpha and power were acceptable for social science research. G*Power is a general power analysis program that perform high precision statistical power analyses for the most common statistical test in social science research. Moreover G*Power is design for sample size calculation based on specific statistical analysis used in the particular study (Erdfelder et al., 1996). The data was collected through a survey questionnaire. The method used to distribute the questionnaire is through online and self –administered questionnaires. A likert scale was used for the students to answer questions relating to the satisfaction factors. Data was key in and analyzed using SPSS version 20.

RESULTS AND DISCUSSIONS

Multiple regression

Model	Coefficients		
	Standard ized Coefficie nts	T	Sig.
	Beta		
1 (Constant)		3.527	.001
MEAN_placement	-.253	-3.268	.002
MEAN_facilities	.477	5.665	.000
MEAN_relationship	-.662	-7.868	.000

Table 4.13 Multiple Regression

Dependent Variable: MEAN_AP

There is a relationship between placement of PR Degree UiTM Melaka and academic performance of the PR Degree students.

Based on the multiple regression analysis mentioned earlier, there is significant negative relationship between placement and academic performance. Placement has a significant value of 0.002 which below the significant level of 0.05. As placement decrease by 0.253 of a standard deviation, academic performance increases by one standard deviation. Thus, hypothesis is supported but at different direction of relationship. Based on the finding the right placement of PR Degree UiTM Melaka, will decrease the academic performance of the PR degree students. This direction affected due to the attitude of the students whom failed to manage their time when they were placed at the right placement especially at the urban area. According to Anastasi (1976), attitude is a person's tendency to act with behaviour certain behaviour when dealing with something stimulus. It is a person's mental process individuals who can determine the potential response of each individual to the environment.

There is a relationship between facilities and academic performance of the PR Degree students.

It has been shown by the regression analysis that facilities have a positive relationship towards academic performance with a p-value of 0.000 (0.00%). The relationship is significant ($\beta=0.477$, $P= 0.00$). Hence, there is a relationship between facilities and academic performance. Thus, the hypothesis is accepted. This is because, in accordance with the Lembaga Akreditasi Negara (2002) which has determined that each IPTS should have lecture rooms suitable for their size and complete with equipment to meet learning needs and laboratory / workshop / studio provided that it is also necessary and complete and comfortable for the teaching and learning process learning

There is a relationship between good relationship among UiTM staffs and academic performance of PR Degree students.

Based on the multiple regression analysis mentioned earlier, there is negative relationship between relationship among UiTM staffs and academic performance and it is significant ($\beta = -.662$, $P = 0.00$). Relationship has a significant value of 0.00 which below the significant level of 0.05. As relationship decrease by 0.662 of a standard deviation, academic performance increase by one standard deviation. Thus, hypothesis is supported but at different direction of relationship. Based on the finding increase in relationship students with academic and non-academic staffs will decrease the academic performance of the PR Degree students.

However, the findings obtained by Siti Hadijah Atan (2004) in the study have stated that although there is a significant relationship, but the relation between the lecturer's ability and the understanding of the students towards learning does not contribute much to the students' academic performance. In addition, according to Yap Ming Hui (1994), the level of students' understanding does not depend on the teaching proficiency. The findings show that there is no significant correlation between lecturer's competence and academic performance. This illustrates that academic performance of students is not dependent on the relationship or the competence of the lecturers.

CONCLUSION

This research is conducted to study the student satisfaction and academic performance among PR Degree students at UiTM Alor Gajah, Melaka. There are three independent variables which are placement, facilities and relationship while academic performance acts as dependent variable. Based on the findings, it was found that all the variables proposed are related to the academic performance of PR students at UiTM Alor Gajah Melaka. Based on the findings, the most students' satisfaction factor that contribute to academic performance is relationship among UiTM staff in Alor Gajah Melaka. Hence, from the finding it was said that PR degree students in UiTM Alor Gajah Melaka are more satisfied with the relationship among the academic and non-academic staff in UiTM Melaka. Cho (2008), agreed that students are easy to get the guidance from their lecturers to complete the course work, projects and assignments given. The second factor that impact the students' satisfaction factor with academic performance is facilities. UiTM Alor Gajah, Melaka have to provide or to maintain a good facilities for the students to make sure that they can increase their academic performance. The last factor that give impact to the academic performance is right placement. The findings indicated that the right placement of students are important to increase the students' academic performance.

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MALAYSIAN'S CONCERN TOWARD ROHINGYA

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ABSTRACT

*This study is done in order to find the level of concern towards Rohingya in Malaysia. This study also used social capital theory as foundations theories for model development. The minimum sample size was determined through G*Power analysis. The study involved 244 respondents, selected through a cluster sampling technique involving three main ethnics in Malaysia. A cross sectional survey and structured questionnaire were used for data collection. All variables were measured through scales previously used by other researchers. SPSS ver. 20 software was used in the analysis. Results of the SPSS indicated that the level of concern, for all four factors namely religion, helpless, and humanity show very high level.*

Keyword: *Rohingya, Concern*

INTRODUCTION

According to Al Jazeera (2017), the Rohingya are often described as "the world's most persecuted minority". They are an ethnic group, majority of whom are Muslim, who have lived for centuries in the majority Buddhist Myanmar. Currently, there are about 1.1 million Rohingya who live in the Southeast Asian country. The Rohingya speak Rohingya or Ruaingga, a dialect that is distinct to others spoken in Rakhine State and throughout Myanmar. They are not considered one of the country's 135 official ethnic groups and have been denied citizenship in Myanmar since 1982, which has effectively rendered them stateless.

Nearly all of the Rohingya in Myanmar live in the western coastal state of Rakhine and are not allowed to leave without government permission. It is one the poorest states in the country with ghetto-like camps and a lack of basic services and opportunities.

Due to ongoing violence and persecution, hundreds of thousands of Rohingya have fled to neighbouring countries either by land or boat over the course of many decades.

PROBLEM STATEMENT

Based on Ying (2017), United States President Donald Trump's refugee ban had crushed the resettlement dreams of countless Rohingya refugees in Malaysia as the US is the largest resettlement country. According to the United Nations High Commissioner for Refugees (UNHCR), there are approximately 56,000 registered Rohingya card holders residing in Malaysia; other non-governmental organisations have estimated a total of 200,000 Rohingya refugees in the country "We were suffering there, now we are suffering here." said Saiful Islam, who arrived in Kuala Lumpur two years ago, was detained by immigration at depot in Terengganu for about a year. Although he is now registered as an asylum seeker with the UNHCR, he said he still gets stopped by the police. "Even though we have the papers, they still ask for money," he said. "If we don't pay, they said they will put us in jail." said Goh (2017).

The latest crisis about Rohingya refugees based on Welle (2017), New York-based Human Rights Watch (HRW) on Thursday accused Myanmar security forces of committing widespread rape against women and girls as part of a campaign of ethnic cleansing in the country's Rakhine state. "Rape has been a prominent and devastating feature of the Burmese military's campaign of ethnic cleansing against the Rohingya," said Skye Wheeler, women's rights emergencies researcher at Human Rights Watch and author of the report. "The Burmese military's barbaric acts of violence have left countless women and girls brutally harmed and traumatized."

Said Goh (2017), if Malaysia aims for tier-1 status in the US trafficking in persons report by year 2020, it needs to do more for refugees who are also victims of people smuggling, said Aegile Fernandez, executive director of Malaysian-based human rights organisation Tenaganita. "It doesn't matter whether Malaysia is a signatory to UN convention on refugees or not. If Malaysia wants to be tier 1, then we need a change in mindset, we need to protect Rohingyas and not arrest them. Don't forget they, too, are victims of human trafficking," said Ms Fernandez.

MALAYSIAN'S CONCERN TOWARD ROHINGYA

According to Idid (2015), the junta decided that the Muslims in Rakhine state are "Bengalis", which implies they are illegal immigrants from Bangladesh. The Buddhist inhabitants of Rakhine state had felt that they were losing jobs to the Rohingyas. And they mounted a hate campaign. Added to this were the false stories fuelled by certain monks from Yangon. And by 2012, the uneasy relations not only crumpled but exploded. Thousands of Muslims, men, women, children and the aged were speared to death and burned. The police arrived in slow vehicles. They did not rush to rescue the helpless but looked on as if they were watching a cartoon movie. WorldViews reported in 2013 that more than "140,000 Rohingyas eke out squalid existence in ramshackle camps" with no water, no food, no clothes and no medical attention.

ELEMENTS OF MALAYSIAN'S CONCERN TOWARD ROHINGYA

The evidence available shows that the term Rohingya was not widely used to describe a distinct ethnic group until the twentieth century. I would argue that the explanation for this is as simple as that there was no reason for the Rohingya to distinguish themselves in such a manner until the rise in Burma of the Bamar and other ethno-nationalisms against British colonialism.

Helpless Refugees: According to The New Straits Times (2017), nearly 90,000 Rohingya have fled to Bangladesh since violence erupted in Myanmar last month, pressuring the scarce resources of aid agencies and communities already helping hundreds of thousands of refugees from previous violent episodes.

Humanitarian: According to Ismail (2017), Malaysia has sent the third humanitarian mission under the 'Negeraku prihatin (My caring nation)' campaign to provide basic daily necessities to Rohingya refugees in Bangladesh. Prime Minister Datuk Seri Najib Razak led the send-off of the 56.6 tonne Malaysia Airlines Bhd (MAB) cargo consisting of biscuits, sanitary pads, towels, toothbrushes, disposable diapers, blankets and other necessities, at the MAB cargo village.

Muslims and non-Muslims unite in helping the refugees: According to Department of Statistic of Malaysia (2011) , Malaysia has a population of just over 27 million. As of the 2010 Population and Housing Census, 61.3 percent of the population practices Islam; 19.8 percent Buddhism; 9.2 percent Christianity, 6.3 percent Hinduism, and 1.3 percent traditional Chinese religions. The remainder is accounted for by other faiths, including Animism, Folk religion, Sikhism, Baha'i and other belief systems.

2.8 FACTORS OF WHY MALAYSIANS SHOULD HELP ROHINGYA

a) Helpless

Arriving exhausted, hungry, and dehydrated, these displaced find the safe space and resources they seek to be desperately scarce. The population of the two refugee camps in southeast Bangladesh has doubled in just a few weeks. But the reality is, they have nowhere else to go. As stated by Paul (2017), left drenched and near destitute by a cyclone that hit Bangladesh a day earlier, thousands of Rohingya refugees hunkered down in the ruins of their camps on Wednesday, waiting for help after a night in the rain. At least seven people were killed and 50 injured by Cyclone Mora, according to Mohammad Ali Hussain, the chief administrator of Cox's Bazar district, a sliver of land in southeast Bangladesh bordering Myanmar.

The border area that bore the brunt of the storm is home to refugee camps for Muslim Rohingyas who have fled from their homes in northwest Myanmar to escape communal violence and Myanmar army crackdowns. "Initial reports suggest damage to shelter in camps sheltering

Rohingya refugees, is severe,” the Office of the UN Resident Coordinator for Bangladesh said. Authorities in Cox's Bazar and neighbouring Chittagong district evacuated 350,000 people from low-lying areas before the storm roared in from the Bay of Bengal.

Along with an estimated 625,000 Rohingya Muslim refugees who have fled Burma for camps in Bangladesh since late August, Begum is struggling to feed herself and her baby. While now safe from the threat of violence, refugees in Bangladesh now face malnutrition on an “alarming” scale, say aid agencies.

Health workers suspect tiny Mahmoud, who wears an oversized red sports shirt, has severe acute malnutrition - the most serious form of malnourishment. All he has had to eat in the camp, where his family has been for two months, is a few spoonfuls a day of rice mixed with sugar, his mother says. (Worley, 2017)

b) Religion

Religion is an integral part of any society. It refers to the activities that is ownable. It means what one must adopt or do and what not, Every religion has a set of certain norms, values, rules of conduct. All these are concerned with character formation. Hence, religious faiths are aimed at controlling and regulating behaviours. Every religion has some fundamental principles that motivate or drive people of society to form positive attitudes towards humanity, said Mishra (2016).

In analysing the recent violence, much of the western media has focused on the role of the military and the figure of the de facto leader Aung San Suu Kyi. Her status as a Nobel Peace prize laureate has been widely questioned since the latest evidence of atrocities emerged. She continues to avoid condemning the systematic violence against the Rohingya. At least the media gaze has finally shifted somewhat towards their plight. But there remain issues that are not being explored. It is also critical to look beyond religious and ethnic differences towards other root causes of persecution, vulnerability and displacement. We must consider vested political and economic interests as contributing factors to forced displacement in Myanmar, not just of the Rohingya people but of other minorities such as the Kachin, the Shan, the Karen, the Chin, and the Mon.

With no country willing to take responsibility for them, they are either forced or encouraged to continuously cross borders. The techniques used to encourage this movement have trapped the Rohingya in a vulnerable state. The tragedy of the Rohingya is part of a bigger picture which sees the oppression and displacement of minorities across Myanmar and into neighbouring countries. The relevance and complexity of religious and ethnic issues in Myanmar are undeniable. But we cannot ignore the political and economic context and the root causes of displacement that often go undetected, as discussed by an academic rigour.

Based on Zin (2017) on New Straits Times, Malaysia's relentless efforts in raising the plight of the Rohingya Muslim minority in Rakhine state have borne fruit when Myanmar gave its commitment to resolve the issue at the 31st Asean Summit and Related Summits, here. Prime Minister Datuk Seri Najib Razak said Myanmar State Counsellor Aung San Suu Kyi, during the Summit's plenary session today, agreed that there must be a long-term solution, based on trust and harmony, to the issue - which has seen more than 600,000 Rohingyas displaced from their homes following the intensified crackdown on them since August.

c) Humanity

Based on Solomon (2017), U.N. agencies convene Monday in Geneva to request a sum of \$434 million to fund a massive emergency response to the Rohingya refugee crisis in eastern Bangladesh, where nearly 600,000 people have crossed the border after fleeing recent violence in Myanmar. The crisis began in the days after an Aug. 25 attack on state security forces by Rohingya insurgents, which triggered a brutal military crackdown on civilians that has sent more than half of the total Rohingya population fleeing in what may be the fastest cross-border exodus in modern history.

It's rare to see the United Nation's top diplomat take the uncomfortable step of telling the Security Council, the world's most powerful political body, what to do. But, that's exactly what UN Secretary-General Antonio Guterres did this week, by asking the council to step up its response to the violence sweeping Burma, also known as Myanmar.

The numbers underlying the crisis are staggering. Hungry and weak, about 146,000 ethnic Rohingya refugees have fled to Bangladesh in the span of 11 days. Human Rights Watch analyzed satellite imagery showing the widespread burning of 21 distinct parts of Burma's

Rakhine State, including one Rohingya village where 99 percent of all structures were razed. Guterres warned the Security Council that he is “deeply concerned” about the risks of the situation “degenerating into a humanitarian catastrophe” that expands far beyond Burma’s borders.

For years, the Security Council has tiptoed around the precarious situation in Rakhine State. Burma’s national security advisor has even bragged that he can count on powerful permanent Security Council members China and Russia to prevent an open discussion of the crisis. In the past two weeks, the Security Council has met just once to discuss the situation in a short meeting held behind closed doors.

The ball is now in the Security Council’s court. Council members should call for a public briefing by the secretary-general on the situation in Burma, demand authorities allow humanitarian aid to flow freely to the population at risk, and warn that a failure to cooperate with the UN-backed fact-finding mission will result in international sanctions. Most importantly, the Security Council needs to call on the Burmese government to immediately end atrocities against the Rohingya people. Even powerful allies should not be shielding Burma from the world's scrutiny, as stated by Kumar (2017).

Based on The Sun Daily, "With limited resources in a country already strained with an existing refugee population of 200,000, prices of essential goods and medications had begun to rise as demand exceeds supply," Dr Ahmad Faizal said.

The most critical need at the moment was health services, which MERCY Malaysia had been providing at two of their Primary Health Clinics (PHCs) at the Thangkhali and Balukhali camps since the end of September. "Our medical officers at Thangkhali PHC see more than 100 patients daily, while the Balukhali camp, which is bigger, receives about 300 patients daily.

"To date, we had seen close to 7,000 patients, with the most common complaints being diarrhea, headache, fever or infection, skin problems and gastritis," Dr Ahmad Faizal also mentioned that MERCY Malaysia was in the process of creating child-friendly spaces for Rohingya refugees below the age of 17, as there was rising concern about the long-term effect of their sudden and treacherous exodus from Myanmar. He said MERCY Malaysia would focus on developing a

comprehensive health centre at the Kutupalong Expansion Block D site that would provide a wider range of medical services.

RESEARCH METHODOLOGY

For this research, researcher use explanatory research. According to Kowalczyk (2013), explanatory research is defined as an attempt to connect ideas to understand cause and effect, meaning researchers want to explain what is going on. Explanatory research looks at how things come together and interact. This study employed the quantitative study approach (explanatory study) to identify the pattern and magnitude of relations and interactions existing between the predetermined Malaysians' concern toward Rohingya refugees.

Specifically, the design enable this study to examine the Malaysians' concern toward Rohingya refugees. According to Gay and Airasia (2003) and Ary et al., (2002), a research design represents the basic structure of the study and serves as guide to the researcher to conduct the study. Kerlinger (1986), further noted that a research design is impotant in order to achieve research objectives as validly, accurately and economically as possible.

The study adopted a cross-sectional survey research. This approach enabled researcher to gather data at the same point of time from a large sample of people relatively quickly and inexpensively Ary et al. (2002). The larger sample could mitigate the problem of change differences. Data were gathered using self-administrated questionnaire as Cavana et al. (2002) suggested that this method exhibits objectivity, and it is independent of researcher's bias and value. Further, data were analyzed using multivariate statistical analysis in order to describe and to explain the phenomenon of Malaysians' concern toward Rohingya refugees.

RESULTS AND DISCUSSIONS

a) Profile of respondents

The profile of the sample is discussed in terms of four characteristics: age, ethnic, status and occupation.

Table 1: Distribution of respondents

Profile	Frequency	Percentage (%)
Age		
18-21	168	68.9
22-25	6	2.5
26-28	9	3.7
29-31	4	1.6
32 and above	57	23.4
Ethnic		
Malay	231	95.5
Chinese	2	0.8
Indian	6	2.5
Other	3	1.2
Status		
Single	175	71.7
Married	64	26.2
Complicated	5	2
Religion		
Islam	237	97.1
Buddha	2	0.8
Hindu	5	2
Occupation		
Student	166	68.9
Working at public sector	32	13.3
Working at private sector	30	12.4
Unemployed	13	5.4

Table 1 above shows the profile of respondents. Based from the findings, most of the respondents who answered the questionnaires are aged between 18-21 (69%), Malay ethnic (96%), single (72%), Islam religion (97%) and students (69%).

b) Helpless

From the table shows below , we can conclude that the highest mean for the factor is for the statement “ Rohingya refugees do not have enough food to live” which shows the mean of M=3.41 . This is because food is the most important human needs to stay alive. Human can survive without home but not without food. While the lowest mean stated above is M=2.93 where it mentioned that “Rohingya refugees cannot protect their dignity”. So based on the finding above, it proves that Rohingya refugees need more food to stay alive by the overall mean of M= 3.19

Table 2: Level of Helpless

Helpless	Mean
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Rohingya refugees do not have enough food to live	3.41
Rohingya refugees humanitarian rights are indefensible	3.31
Rohingya refugees cannot protect themselves	3.16
Rohingya refugees do not have home to stay	3.14
Rohingya refugees cannot protect their dignity	2.93
Overall	3.19

c) Religion

Based on our research findings, we can identify that one of the solid reasons on Malaysian's concerns towards Rohingya refugees is every religion encourages helping each other. That is the highest mean that most respondents agreed with that statement (M=3.59) . While the lowest mean shows M=2.98, where it relies on the statement of Malaysians help Rohingya because they are Muslims. Hence, this also can conclude that religion is one of the factor Malaysians help Rohingya refugees

Table 3: Religion

Religion	Mean
Every religion encourages helping each other	3.59
Every religion cares about the aspect of humanity	3.51
Non-Muslims in Malaysia also helps the Rohingya refugees	3.25
Rohingya refugees flee away to Malaysia because Malaysia is a Muslim country	3.09
Malaysians help Rohingya because	2.98

they are Muslims	
Overall	3.28

d) Level of humanity

The table below shows that the statement “As a Malaysian, it is eligible to help the Rohingya refugees” has the highest mean, M=3.34 . The respondents believe by helping the Rohingya refugees, it will definitely decrease their difficulties. As a result, Malaysians agreed that Humanity is one of the factors that Malaysians are concerned towards the Rohingya refugees with overall mean M=2.99.

Table 4: Humanity

Humanity	Mean
As a Malaysian, it is eligible to help the Rohingya refugees	3.34
There are many Rohingya fund raising in Malaysia	3.17
Malaysia gives financial support towards Rohingya	3.08
I ever donated to any Rohingya fund raising	2.86
I ever participated to any humanitarian mission towards helping Rohingya refugees	2.48
Overall	2.99

e) Level of concern

Based on the table above, the highest mean for this level of concern is the statement of many Malaysian government also looking for solutions to solve the crisis in Myanmar which is the mean, M=3.22. Besides, we can conclude that all the factors mentioned humanity, helpless and religion, more or less, determine the level of concern towards Rohingya Refugees, which shows the overall mean of M=3.06.

Table 5: Concern

Concern	Mean
Malaysian government also looking for solutions to solve the crisis in Myanmar.	3.22
Many Malaysians donated funds for the Rohingya ethnic.	3.16
Malaysians care about the distress of Rohingya refugees	3.15
Malaysians give a good service and be nice towards Rohingya refugees who is living in Malaysia	3.05
Malaysians agree and allow the ethnic Rohingya to stay in Malaysia	2.73
Overall	3.06

CONCLUSION

Based on Table 6, it shows that the factor that has the highest mean is the component of religion. Throughout the research that we have done 97.2% number of respondents agreed with the statement every religion encourages helping each other whereas only least of them have a disagreement on the statement. Thus, it drives the religion factor to be the highest mean among the three (3) factors which is $M=3.28$.

The second highest mean of this research is helpless factor. Based on the statement where Rohingya refugees do not have enough food to live, the research findings shows that a mean of $M=3.19$. Meanwhile, as observed in the table below, the overall mean for the factors of why Malaysians help the Rohingya refugees regardless of the age groups, educational background, ethnicity, religion and status of the respondents, stated the value of $M=3.15$, where practically only research that reached research findings above the mean of 2.50 is considered successful.

In this research paper, data analysis methods, study results and discussion of the findings have been presented. Findings from this study have been proved to be successful ($M=3.15$). In addition, the impact of the various demographic data on level of concern Malaysians' towards Rohingya refugees has been explored. Data findings were describe as correlations to the study variable and presented as tabulations and pie charts.

Table 6: Descriptive statistics of Malaysian's Concern Towards Rohingya

Component	N	Mean
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Religion	244	3.28
Helpless	244	3.19
Humanity	244	2.99
Overall		3.15

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