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FOREIGN LANGUAGE ANXIETY AMONG MALAYSIAN SIAMESE STUDENTS IN KELANTAN

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Abstract: *This study aims to investigate the degree of foreign language anxiety of Malaysian Siamese students, particularly in English language learning. It also aims to analyse which component of foreign language anxiety tends to cause more anxiousness among them. 113 Malaysian Siamese students within the district of Tumpat in Kelantan state were chosen to fill up the Foreign Language Anxiety Scale (FLCAS) which was used to measure their foreign language anxiety. The percentages of responses derived from each item in the FLCAS were then analysed to study their degree of foreign language anxiety. The findings revealed that more than half the percentage of anxiety is recorded in most items listed in the FLCAS. This showed that the majority of these students view English classes as burdensome and thus learning is considered less attractive for them. Hence, teachers are recommended to be more particular in planning and designing English lessons for them to induce their interest in taking part in the teaching and learning process. This can avoid the students from perceiving the class negatively which can be anxiety-provoking for them.*

Keywords: *Foreign Language Anxiety, English as a Second Language, Malaysian Siamese.*

Introduction

Language is a very important medium of communication and most people usually have at least a minimum of two spoken languages. The first language is the native language and the second language is also known as an additional second or foreign language. A second language or foreign language is a must for people of different native languages to communicate. English is one of the most used foreign languages in countries all over the world and in Malaysia, it is undeniable that English is the most important foreign language for the multi-ethnic people of the country. This can be seen from the broad use of English as the medium of instruction in educational institutions, especially at the tertiary level. The English language is also claimed to be a tool that unifies the multi-ethnic people of Malaysia (Budin, 2014). The importance of English in Malaysia can also be observed in the compulsory English subjects offered from primary and secondary schools up to the university level. Unfortunately, learning a second or a foreign language is not without problems as English as a second language (ESL) learning seems to cause many learners to have language anxiety (Darmi, & Albion, 2012). Therefore, this study aims to identify and examine the anxiety level associated with English language learning among a minority ethnic group in Malaysia, the Malaysian Siamese.

Literature Review

Foreign language learning can be very challenging as many language learners struggle at some point in their journey to fluency. According to Horwitz, Horwitz, and Cope (1986), many people show anxiety response when learning a foreign language which prevents them from learning effectively. Anxiety is defined as "the subjective feeling of tension, apprehension, nervousness, and worry associated with an arousal of the autonomic nervous system" (Spielberger, 1983) as cited in Horwitz et al., 1986, p.125) and it is categorized into two types; trait anxiety and state anxiety. Trait anxiety is generally the apprehension in various circumstances while state anxiety is an anxiety that emerges only in a certain or a specific situation (Phillips, 1992). The anxiety associated with language learning is anxiety that developed in a specific situation and thus, it falls under the state anxiety group (Brown, 2000). In 1986, Horwitz et al. introduced a theory of Foreign Language Anxiety (FLA) which is conceived as distinct from general anxiety (Salehi, Masoomeh, & Fahimeh Marefat, 2014). In the theory, FLA is defined as a distinct complex of self-perceptions, beliefs, feelings, and behaviours related to classroom language learning and it consists of three components; 1) communication apprehension, 2) test anxiety, and 3) fear of negative evaluation. Communication apprehension is the anxiousness or shyness when communicating with people, test anxiety is the fear of failure in academic performance, and fear of negative evaluation is the concern about others' evaluation (Horwitz et al., 1986). According to Salehi et al. (2014), the learners' demand to have a positive social impression on others always causes fear of negative evaluation to develop. Perceiving FLA as distinct from general anxiety, Horwitz et al. (1986) thus developed a scale known as Foreign Language Classroom Anxiety Scale (FLCAS) which was specially designed to identify and measure anxiety associated with language learning.

FLA is reported to affect foreign language learning in many ways. In writing, it is observed that there are differences in the grammatical constructions between highly anxious and less anxious students (Kleinmann, 1977). The difference can also be seen in the less interpretative messages or writing of anxious students compared to those in a calm state (Steinberg, & Horwitz, 1986). Such behaviours of anxious students may result from the fear of making more mistakes, causing them to be extra cautious and thus preventing them from being more expressive with their writing in the target language. It is also reported that during a test or oral exercise in which many grammar points have to be memorized and matched simultaneously, students typically claim to be unable to recall a certain grammar point due to their nervousness (Horwitz et al., 1986).

The effect of FLA is also obviously observed in the way students act in the classroom. Anxious students rarely volunteer or participate in oral classroom activities (Ely, 1986), play truant and postpone doing homework (Argaman, & Abu Rabia, 2002), hardly initiate a conversation, and have minimal interaction with others (Gregersen, & Horwitz, 2002). According to Gregerson and Horwitz (2002), these anxious students are likely to be inactive in the classroom, withdraw from activities, and may avoid class entirely. Hilleson (1996), Jackson (2002), Liu (2006), and Tsui (1996) in their study also contend that ESL and EFL learners with anxiety opt to be quiet and are unwilling to participate in the communication. Consequently, their silence and reluctance to speak the language in the classroom causes them to eventually become more anxious. Such behaviours can affect language learning as such avoidance and passive participation which not only will hinder the improvement of language skills but also demotivate students in their language learning.

Other obvious signs or indications of anxious students associated with language learning are the way they speak the language in class in which students with high anxiety usually speak more shortly and sometimes even faintly (Liu & Huang, 2011). They may act so due to them being self-conscious that others are evaluating them. Highly anxious learners may also have shaking hands and/or legs and their minds go blank when speaking the language (Liu & Huang, 2011). These statements correspond to the study by Horwitz et al., in which a student claims that his/her mind goes blank in class and one male student even claims that he can only hear buzzing sounds whenever the teacher speaks a foreign language.

Many FLA studies show that language anxiety impedes language learning (Steinberg & Horwitz, 1986; Philips, 1992; Aida, 1994; Elkhafaifi, 2005). Horwitz (1990) contends that anxiety is likely to be debilitative in a language learning environment and believes that there is no such thing as facilitative anxiety. However, Brown (2000) believes that anxiety can also be facilitative, and this view can be justified by some studies showing the positive effect of anxiety on language learning (Kleinmann, 1977; Baily, 1983; MacIntyre & Gardner, 1994). Thus, anxiety is categorized into two different types which are debilitative anxiety and facilitative anxiety. Although facilitative anxiety is confirmed to exist, it is hardly mentioned in the literature (Kleinmann, 1977) and there is very little documentation on its effect (Phillips, 1992).

Research Questions

Two main research questions are addressed in this study:

1. What is the degree of foreign language anxiety of Malaysian Siamese students in the Tumpat District?
2. Which component of foreign language anxiety is the most likely to provoke anxiousness?

Method

A. Participants

The participants in this study were 113 Malaysian Siamese secondary school students in the Tumpat district. We chose students from this district because the population of the Siamese Malaysian population is known as the highest in this state. According to the Pejabat Pendidikan Daerah Tumpat (Tumpat District Education Office), 156 Siamese students are attending national secondary schools in the district for the year 2022. In determining the sample size, the commonly employed method Krejcie & Morgan’s (1970) table for determining sample size was used. Based on Krejcie and Morgan’s (1970) table, for a given population of 156, a sample size of 113 would be needed to represent a cross-section of the population.

B. Instrumentation

Foreign Language Classroom Anxiety Scale The first questionnaire (FLCAS) questionnaire developed by Horwitz et al. (1986) was used in this study. FLCAS is a five-point Likert scale questionnaire covering 33-items. Each of these items is answered on a scale ranging from strongly agree up to strongly disagree with scores ranging from 5 (for strongly agree) to 1 (for strongly disagree). However, the scoring for items 2, 5, 8, 11, 14, 18, 22, 28 & 32 (see Table 1) was inverted for they are negatively worded so that the lower score would accordingly indicate lower anxiety levels among the respondents (Aida, 1994). The FLCAS has been used in different studies (Horwitz et al., 1986; Aida, 1994; Cheng et al., 1999; Saito et al., 1999; Matsuda & Gobel, 2001; Matsuda & Gobel, 2004; Elkhafaifi, 2005; Al-Saraj, 2014; Gerencheal & Mishra, 2019). Most of these reported both high internal reliability and test-retest reliability of FLCAS. Aida's (1994) factor analysis lends support that showed high validity on the FLCAS for most of the items had high factor loadings except the other three related to testing anxiety. So, this questionnaire is considered justifiable to be used in general.

C. Procedures and Data Collection

The questionnaires used in this study were distributed to Malaysian Siamese students studying at secondary schools within the Tumpat district through a Google form. It was described in the questionnaires that they were participating in a research study and that their responses were anonymous. The Google form was sent via a link which was shared through the Whatsapp application. 113 completed questionnaires were finally collected with 45 male participants and 78 female participants.

D. Data Analysis

The data collected from the respondents who answered the FLCAS questionnaire was used for analysis. The number of students who opted for the answer choices (strongly disagree, disagree, neutral, agree, and strongly agree) in each item was evaluated before the percentages of selection for each alternative were calculated. The data was then used to measure the anxiety levels of the participants.

Results and Discussion

The responses of 113 Malaysian Siamese students (35 males and 78 females) involved in English learning were obtained and reported in this study. Table 1 shows the percentages of students who chose each choice of each item available in the FLCAS. The percentages were rounded off to the nearest whole number for easier analysis and thus they may not add up to 100 %. Using Cronbach's alpha, the internal reliability of the FLCAS questionnaire is obtained with $\sigma = 0.908$ and the FLCAS used in this study is thus reliable.

Table 1: Percentages of Malaysian Siamese students selecting each choice in the FLCAS items

SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

Items	SA	A	N	D	SD
1. I never feel quite sure of myself when I am speaking in English	18	44	28	9	1
2. I don't worry about making mistakes in English class	9	26	28	30	7
3. I tremble when I know that I'm going to be called on in English class	14	42	33	6	5
4. It frightens me when I don't understand what the teacher is saying in English	17	39	33	10	2
5. It wouldn't bother me at all to take more English language classes	12	31	34	16	7
6. During English class, I find myself thinking about things that have nothing to do with the course	7	33	34	20	6
7. I keep thinking that the other students are better at English than I am	22	43	23	9	4
8. I am usually at ease during tests in my English class	5	21	38	29	6
9. I start to panic when I have to speak without preparation in English class	23	43	23	10	2
10. I worry about the consequences of failing my English class	26	44	22	4	4
11. I don't understand why some people get so upset over English classes	9	28	34	24	5
12. In English class, I can get so nervous I forget things I know	15	43	32	7	4
13. It embarrasses me to volunteer answers in English class	17	41	28	11	4
14. I would not be nervous speaking English with native speakers	7	24	39	21	9
15. I get upset when I don't understand what the teacher is correcting	12	46	35	4	4
16. Even if I am well prepared for English class, I feel anxious about it	20	47	24	4	4
17. I often feel like not going to my English class	5	24	35	27	10
18. I feel confident when I speak in my English class	9	20	36	29	5
19. I am afraid that my English teacher is ready to correct every mistake I make	7	28	48	12	5
20. I can feel my heart pounding when I'm going to be called on in my English class	22	45	27	3	4
21. The more I study for an English test, the more confused I get	13	34	37	12	4
22. I don't feel pressure to prepare very well for English class	4	31	36	24	4
23. I always feel that the other students speak English better than I do	26	42	27	2	4
24. I feel very self-conscious about speaking English in front of other students	18	42	32	6	3
25. English class moves so quickly I worry about getting left behind	11	40	38	8	4

Items	SA	A	N	D	SD
26. I feel more tense and nervous in my English class than in my other classes	16	35	37	9	3
27. I get nervous and confused when I am speaking in my English class	16	48	28	5	3
28. When I'm on my way to English class, I feel very sure and relaxed	5	20	55	14	5
29. I get nervous when I don't understand every word the English teacher says	15	39	35	8	4
30. I feel overwhelmed by the number of rules I have to learn to speak English	16	38	35	11	1
31. I am afraid that other students will laugh at me when I speak English	20	31	33	10	6
32. I would probably feel comfortable around native speakers of English	12	22	50	12	4
33. I get nervous when the English teacher asks questions which I haven't prepared in advance	25	43	26	4	3

From the data obtained, the Malaysian Siamese students approved indicative statements of communication apprehension like "I never feel quite sure of myself when I am speaking in English" (62 %); "I start to panic when I have to speak without preparation in English class" (66 %); "I get nervous and confused when I am speaking in my English class" (64 %). More than half of the students exhibit fear of speaking English in class. This data shows that students probably tend to be quiet listeners during English class which can affect the effectiveness of the lesson. The statement "I feel very self-conscious about speaking English in front of other students" (60 %) shows that the students feel insecure to reveal themselves in front of others and this may be attributed to the self-consciousness of students that they are being judged by others. Such students may exhibit the behaviour of being inactive and like to conceal themselves to avoid having to speak English during class.

Communication apprehension does not only occur when speaking the language but also when listening to the spoken language (Horwitz, Horwitz, & Cope, 1986). Thus, the statements "It frightens me when I don't understand what the teacher is saying in English" (56 %) and "I get nervous when I don't understand every word the English teacher says" (54 %) also indicate communication apprehension. The findings show that half of the students are anxious that they will be unable to comprehend when the teacher speaks English.

The data also shows high percentages of anxious students who are afraid of being negatively evaluated. They approve statements like "I keep thinking that the other students are better at English than I am" (65 %); "It embarrasses me to volunteer answers in English class" (58 %); "I get upset when I don't understand what the teacher is correcting" (58 %); "I can feel my heart pounding when I'm going to be called on in my English class" (67 %); "I always feel that the other students speak English better than I do" (68 %); "English class moves so quickly I worry about getting left behind" (51 %); "I am afraid that other students will laugh at me when I speak English" (51 %); "I get nervous when the English teacher asks questions which I haven't prepared in advance" (68 %). Fear of negative evaluations may stem from the desire to leave a positive social impression on others (Salehi & Marefat, 2014). Thus, they tend to be overly conscious of their surroundings and assume that everyone is evaluating their English proficiency. These students may also have low self-confidence due to their habit of constantly comparing themselves with others.

Anxious English learners among these students also seem to fear making mistakes that usually emerge during testing situations. They endorse statements indicative of test anxiety such as "I am afraid that my English teacher is ready to correct every mistake I make" (35 %); "I worry about the consequences of failing my English class" (70 %); "The more I study for an English test, the more confused I get" (47 %). They disapprove of the statements "I don't worry about making mistakes in English class" (37 %) and "I am usually at ease during tests in my English class" (35 %). According to Horwitz et al. (1986), test anxiety usually occurs due to the students' unrealistic demand on themselves to always be excellent. These test anxious students may also not like to make mistakes in testing situations due to the competitiveness and the desire to be highly regarded by their peers.

As claimed by Horwitz et al. (1986), foreign language anxiety is not just composed of communication apprehension, fear of negative evaluation and test anxiety, but it is believed to be "a distinct complex of self-perceptions, beliefs, feelings, and behaviours related to classroom language learning". In this study, it is indicated by the statements like "I feel overwhelmed by the number of rules you have to learn to speak English" (54 %); "I feel more tense and nervous in my English class than in my other classes" (51 %); and "Even if I am well prepared for English class, I feel anxious about it" (67 %). The students have their own views and feelings regarding English learning. Some may regard English learning as a burden, but some may just proceed with the learning process without much thinking.

Conclusions

The findings show that almost all the reflective statements of communication apprehension, fear of negative evaluation, and test anxiety of anxious students exhibit high percentages of Malaysian Siamese students having language anxiety which is English language anxiety. Most of the percentages exceed half of the percentages but test anxious students are observed to be the least anxious provoking components among the students compared to other components in this study. These results thus proved that these students do have anxiety when learning English in the classroom. The way how the teaching and learning process is conducted may need to be reconsidered to reduce the students' anxiousness as it can affect the effectiveness of the learning. Having no confidence to speak the language due to the fear of speaking the language with others and the fear of being evaluated can cause the students to be unable to improve their fluency in the English language. Statements that demonstrate students' anxiety about English class, which is their feelings and perceptions of the class also reach half of the percentages. Such negative feeling and attitude can affect their motivation in learning the language. It is thus important for teachers to take into consideration how to make the teaching and learning process fun to improve the students' view of English class.

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IMPACT AND DISADVANTAGES OF BECOMING WORKAHOLICS

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Abstract: *Workaholics is an addiction on doing too much work. Many authors have discussed this issue regarding negative impact of workaholics due to working excessive hours than non-workaholics. The purpose of this studies is to explore the consequences of workaholics. Researchers found that being a workaholics tend to have more disadvantages than advantages, this can give tension to them as they need to solve the problem about balancing life between working and family time. Besides that, it is not easy to become workaholics as they have to faced some challenges in their life. Out of curiosity, researchers also study about the impact of being workaholics in pandemic as it will add more negative energy to workaholics. In conclusion, workaholics is not a good lifestyle and people who like doing more work must reduce their working hours by trying the alternative that can match with their lifestyle.*

Keywords: *Workaholics, addiction, excessive hours, disadvantages, challenges, impact, pandemic.*

Introduction

The term workaholic was coined 27 years ago and defined as an extreme and unmanageable need of work that permanently disturbs health, happiness, and relationship. Workaholism is a social term replica after alcoholism, implying an addiction. It is widely accepted in the popular parlance to describe an addicted-to-work state (Asst.Prof.Dr.J.Deepa, 2020). Nowadays, workaholism is increasing rapidly, it seems that there is an increased interest in workaholism-related issues among researchers (Ozlem Koseoglu Ornek, 2020).

The beginning of being workaholics may start with believing that working harder is the path to success (Shoenbeck, 2020). Because of this, a person will do more work to reach a positive result in life without noticing that they actually draining the body by overworking. Besides that, workaholic tend to think about work all of the time and always put everything aside including their family. This is not that surprising given that these workers were likely to prioritized work in balancing aspects of work-life-family blend, what is interesting is that they did consider and talk freely about their work-life-family balance concerns, which shows that these issues were importance to them (Rikard Sandberg, 2016)

Research on workaholism has so far mostly focused on its negative consequences for the affected individuals, such negative consequences may be identified not only at the psychological level but also at psychosomatic and physiological levels (Cristian Balducci P. S., 2020). Workaholics may experience health issues due to overworking. Some of the health issues are anxiety, depression and high blood pressure. The respondents' reported worrying consequences of their hectic work lives on their health and well-being, “I can say this much, I had my second blood clot last year and had salmonella at the same time. I had vomiting bucket with me when I went to work" (Rikard Sandberg, 2016). This statement shows that working too much might give health problem to the point that they cannot handle it.

Researcher also found another symptom which is headaches and neck pain if workaholics keep on doing their work nonstop. This is because when doing a work, they will sit and looking at the screen for a long time. According to Ten Brummelhuis, the stress of a workaholic mindset "keeps body really activated all the time" leading to psychosomatic symptoms such as headaches or neck pain (Penner, 2021). Besides that, workaholics find it easy to get this symptom as they would like to make sure all the work are done before they sleep and rest. Most workaholics are aware of their obsessive work habits and the possible of the health risks, they would feel guilty when they are not working. As a results, workaholics often experiences headaches and difficulty sleeping as they ruminate about work and thinks up new ways of tackling work challenges (Lieke ten Brummelhuis, 2018).

Disadvantages for being Workaholics

Workaholics is an addiction on overworking. This habit is worse since they only get more disadvantages than advantages on working more than non-workaholics. The most obvious distinction between workaholics and non-workaholics is the assumption that workaholics are highly involved in their work and thus differ from non-workaholics by excessive working hours (Greta Ontrup, 2018). Some of the advantages of being workaholics is being bullied by colleague in organization. Besides that, they also get experience on having a family problem.

1. Workplace Bullying.

Workplace bullying is a common thing that happen in organizations. Workplace bullying is conceived as an extreme form of counterproductive work behavior (CWB) (Cristian Balducci L. M., 2022). It will happen because some people will take an advantage on giving their work to workaholic in the department even the job is not related with them. This phase contains stigmatizing behavior by colleagues and management like continual loud-voiced criticism, humiliating or assigning meaningless tasks, slandering, isolation and threats of violence (Arpana Rai, 2016).

This bullying behavior will continue if there is no one that willing to take an action to stop it. Workplace bullying constitutes repeated and persistent negative actions aimed at one or more individuals, which results in the creation of hostile working environment (Akella, 2016). Being workaholics might make people wanted to take an opportunity to "use" them as a target of bullying.

2. Having Family Problem.

Being a workaholics can be bad if the person has children, this is because the kids will feel abandoned if the parents are always doing work for 24 hours. workaholics tend to have family problems. For example, workaholics experience a relatively high amount of work-family conflict, greater marital estrangement, feeling of being unsuccessful and being ineffective in solving family problems. (Ozlem Koseoglu Ornek, 2020). The amount of working will make the family conflict became more worse that can lead to divorce. Excessive engagement in work is likely to disrupt work-life balance, such as balancing both personal and family needs with work demands and may hinder interpersonal relationships. Spouses and children of workaholics may feel lonely, unloved and emotionally or physically abandoned. Workaholism can strain marital relations, leading to divorce (Dr.Benita, 2020).

Challenges of Workaholism

Workaholics who like to spend most of their time with working need to be prepared on some challenges in life. Unlike people who merely work long hours, workaholics struggle to psychologically detach from work and the ongoing rumination often goes together with stress, anxiety, depression and sleep problems. Stress level in workaholics are therefore often chronic, which leads to ongoing wear and tear on the body (Lieke Ten Brummehuis, 2018). Besides that, workaholics will facing a mental health problem due to overworking and the tension from overworking will make them become more tired compared to non-workaholics. Work addiction can have severe implications for health and social relations. It can lead to depression, anxiety and high-stress levels (singh, 2022).

1. Burnout Due to Working Extra Hours.

One of the challenges is getting burnout because of working excessive hours. Workaholism is detrimental to individual well-being, causing stress, burnout anxiety and health complaints (Dr.Benita, 2020). Workaholics work longer and more excessive amounts of hours than their counterpart, often unnecessarily (Friedman, 2019). This statement shows that, this habit of workaholism can make them burnout outside and inside of their body. For examples, with a huge amount of working, they tend to feeling more tired than other employees.

Burnout contains fatigue and exhaustion in jobs helping people, especially social work professions, it includes a feeling of losing energy, powerlessness, incapability (Hossein Jenaabadi, 2016).

2. Stressful Demand on Work Intensification.

Next challenges of workaholism are stressful demand on work intensification. Compared with non-workaholics, workaholic people may respond to work intensification more as a challenge which will drive them to engage more in job crafting behavior to overcome the demands imposed by work intensification (Yue Li, 2020). This is because they need to give more attention and efforts to deal with work situation. Furthermore, from a point of a manager, they will give more task to workaholics as they see a potential of workaholism to manage and lead the work, so this will make them become stressful due to the tension on giving an excellent outcome. Simultaneously, the respondents showed remarkable commitment and motivation for their work, they all took pride in the products of their labor, the final constructions (Rikard Sandberg, 2016).

3. Facing a Mental Health Problem.

Malaysia’s Healthiest Workplace by AIA Vitality 2019 survey revealed that mental health problems continue to be on the rise with 22 per cent of employees reporting that they had a lot of financial concerns at present (Ram, 2019). Challenges of workaholics continue when they did too much work that will cause them to mental health problems. Workaholism is related with decreased actual wellbeing and with different mental problems, including tension (Dr.Benita, 2020). Negative job-related affective experiences may represent short-term stress reactions fueled by workaholism, (Cristian Balducci L. M., 2022).

Impact of Workaholic during Pandemic

Covid-19 is a new virus that attacked the whole world. Because of the dangerousness of this disease, government had given the new standard operation procedure which all the community need to practicing social distancing since the virus can be spread easily. Besides that, government also take an action to do lockdown and people need to work from home. The impact of being a workaholic during pandemic can make workaholics become stress from the tension on working. This is because they need to work at home and might give a problem to them. Workaholics also can lose their quality sleep due to over working. During the Covid-19 crisis, home working may have related to negative emotional outcomes among workers. The underqualified workers and organizations increase the risks of negative psychological stress and health problems. Style of work and work duration also have various impacts on well-being (Heba Khodary Allam, 2021).

1. Tension from Increasing of Work.

The tension from working on pandemic is technostress. In this case of the sudden and forced remote working situation that came into place during the Covid-19 crisis there have also been reports of negative aspects, one of which is technostress. (Paola Spagnoli M. M., 2020). Nowadays, we have an advance technology which we need to work with computer, tablet and others. Some of the employees might used to traditional types of working which is using paper. This new technology will give them a tension when working.

The needs of using technology will add more work. This is because, employees need to know how to use the advance technology which will make them study more to make sure it fits with the new generation. The prevalence of workaholism was increased following the Covid-19 pandemic. This could be explained by more workload, technology stress and longer work time required among university staff members for e-learning preparations. The Covid-19 pandemic forced the closure of classrooms all over the world, forcing students and educators to abruptly change their face-to-face teaching approach. (Heba Khodary Allam, 2021). This statement shows that by working from home, it will give a tension to workaholics because it can increase their work by studying more about the technology.

2. Lose Quality Sleep.

Due to the lockdown, many service employees suddenly shifted from traditional working modalities to remote working (Paola Spagnoli M. M., 2020). This means that employees can work more because of the need of working from home. Manager will think that employees can do more job even though they are not in the office. The next impact of working at home is worse quality sleep. A survey has found that Malaysian employees are overworked, and sleep deprived, with 51 per cent suffering from at least one dimension of work-related stress as well as 53 per cent getting less than seven hours of sleep in 24-hour period (Ram, 2019). This survey shows that being a workaholic will make them more tired than non-workaholic. One of the key health-related factors in understanding how personal characteristics and managing style of managers may affect employees is to recognize the way work addiction influences sleep patterns and sleep quality (Pawel A. Atroszko, 2020)

Conclusion and Recommendation

From the report, researchers will conclude that workaholics is not a good life style. This is because many studies has detected that workaholics get more problems than non-workaholics. By overworking, they can get mental and physical health, burnout, anxiety and depression.Most of workaholics are aware about the disadvantages and challenges that they will get from overworking, but it cannot get them to stop doing the work as they loved to do more jobs and will feel guilty from not doing the jobs done. This is not a good thing that workaholics are letting their mind to overwork while they know how the negative impacts for being workaholism. The conclusion is workaholics need to reduce the amounts of working hours by making sure they know when to stop working. Besides that, it is recommended to workaholics for going to a counseling session to heal their anxiety from working.

People who are over work can get a counselling session to give them awareness about health issues that workaholic can get. This can make them realize that how bad the impact that they get by doing more work than other people. One of the treatments by a counselor is psychodynamic therapy that aims to uncover the roots of emotional suffering. When treating work addiction, therapists and clients explore how the client's history has led to their present use of work to try to reduce their anxiety and insecurity (Trosclair, 2022). By going to a counselling session, they will reduce the amounts of working hours and become healthier.

Workaholics can get many problems either mental or physical. To reduce this problem, researchers suggest to workaholic to manage their time so that they get to balance their lifestyle. The step is to regain control over work behavior, one way to do this by setting clear rules for how many hours they will work each day. This can help them to accept that there is a point at which they have done enough work for the day (Lieke Ten Brummehuis, 2018). By doing this method, workaholics can reduce their time on working and at the same time, they can get a quality life with less health problems.

Lastly, it is recommended for workaholic get distract from working by relaxing their mind. Relaxation techniques were also presented as a useful way to regulate negative emotions, to reduce perseverative cognition during after-work hours and to extend the benefits of vacation on the workaholic's behavior and recovery from work (Thomas Cossin, 2021). To relaxing their mind, workaholic can take a day off by going to a vacation. When they are on a vacation, workaholics need to make sure to put aside all the work and focus more on their self and family. This can help workaholics to reduce the stress of working.

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RESILIENCE ORGANIZATION: HOW TO BE MORE RESILIENT AT WORKPLACE

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***Abstract**: Due to the reason that higher levels of stress occur at the workplace, organizations have realized the importance of resilience at the workplace as levels of resilience are linked to the performance of the organization. Every organization should prioritize the importance of resilience among their workers at the workplace to ensure the growth, development, and goals of organization to be achieved. The purpose of this research is to investigate "Resilience", how to be more resilient, lay out the comprehensive analysis of benefits, and the impacts of low resilience at the workplace. Researcher also found several impacts of resilience to the organizations. Furthermore, problem issues that are brought to the topic are included is resilient necessary at the workplace? What consequences will lead if it is poor resilience? And how to build resilience at the workplace? In addition, other information about resilience such as the factors of low resilience, and how to be more resilient at the workplace are also an important part of research on this paper.*

***Keywords**: resilience, benefits, impacts, organization, workplace*

Introduction

Resilience or in a simple term can be known as 'bouncy' or 'flexible', this word can also be defined as the ability of withstanding impact without permanent deformation. According to study (Pantea Vahidi, 2021), resilience is the ability to bend but not break, bounce back, and perhaps even grow in the face of adverse life experiences. Resilience appears when someone could bounce back and prosper from major challenges. Nevertheless, resilience can be defined in different ways through the workplace which refers to how constructively employees handle challenging experiences in their work. It is also assume being able to functionally regulate employees mind and emotions, along with be conscious of challenging situations as a chance but not a threat . On top of that, with the ability of resilience, employees could tackle their pressures (Elizabeth Scott, 2022), difficult work tasks, competitive job market and other challenges at the workplace. Thus, improving resilience is significant as most of the employees regard work as the main source of pressure in their lives.

In the growing dynamic business surrounding, the concept of workers' resilience is obtaining an immensely high attention in numerous organizations. This is due to the reason that resilience is essential for comprehending how workers successfully solve problems in their work. According to a research called 'Axa PPP Healthcare' (Welldoing, 2020), there is 50% of the respondents trust that the low levels of resilience will bring negative impacts on organization performance. In this survey, it also found that 2000 UK adults (56%) of the respondents agree that motivation is probable to be negatively influenced by the low level of resilience. Apart from that, 62% of respondents in the research are desperate to increase their resilience's level, 20% among respondents assume that they could do better in work with high levels of resilience and 42% of the respondents rate the average level of resilience in their country as low. All this data collected can prove that assisting employees to boost up their resilience level is an intelligent action as this can improve their motivation (Jolliff & Strubler, 2021) and also workforce in order to create a healthy environment at workplace and helps in development of organizations.

If we look from another perspective, employees' emotional controls and mental health are actually quite low even though before the pandemic of Covid-19, and now the phenomena has become even worse. Consequently, employees are required to improve their resilience so that they can withstand the crisis of rising stress, depression, anxiety and turnover. Resilience could help employees to maintain their emotional balance and enable them to defend themselves against the negative experiences during adversity. On the report of Dr. Sven Hansen (Purcell J, 2020), a famous medical doctor and founder of Resilience Institute in New Zealand, he develops that high levels of resilience of employees enable them to recuperate fast under stress with full of confidence and well emotional. In the opposite circumstance, the link between low resilience and negative impact of organizations and employees is clear. In view of the fact that low resilience may increase the threat for growing mental sickness among employees (Mayo Clinic, 2020). When employees can't control their stress, it can mean poor customer service, costly turnover for the organization, and higher medical care cost. This situation will lead to the low or loss of productivity for organizations through the high absenteeism and low performance of employees at work as they can’t handle pressure. The crucial thing is investigation is needed to find out the reasons or factors to lead employees to have low resilience at the workplace.

1. Irritability. Being fast to get angry will cause very small discomforts to make themselves get upset easily. They usually are more combative with their colleagues to fight for a matter and has less patient for their work (Flexicrew, 2020).
2. Isolated itself. When someone starts to isolate himself, his resilience level will reduce drastically. They will have low interest to make new friends or socialize with their peers (Rees et al., 2015). This can slowly ruin their ability of communication and hard to build a social support network at work.
3. Overreaction to normal stress. We can say that a person who overreacts to pressure definitely has lower resilience when compared to others (Holland, 2021). For instance, when an unhappy issue happens, most of us will just feel slightly annoyed but for the one who overreacts to normal pressure, they may crumble.
4. Easily depressed. A person who usually feel sad a lot and always cry will diminish his level of resilience (Rees et al., 2015) . This is because they find it difficult to control their emotions, instead their actions are controlled by emotions. This issue can really decrease their resilience ability as they couldn’t bounce back the negativity emotion they received.
5. Trouble Sleeping/ Insomnia. Sleep was truly impacted to the resilience namely the lower sleeping quality will diminish the level of resilience (Fry, 2022). People can enhance their resilience level to sleep better as our fatigue brain and body can be cured and recharge through a good quality of sleep.
6. Lack of hope. People who have low resilience will always feel a lack of hope and vice versa. This problem is quite bothersome as they have no motivation by doing anything. For instance, if someone points out their mistake at work, they will interpret the action as another meaning and cause conflict.

Due to all these factors and characteristics, we can presume that resilience behavior is not just constricted to an individual only but it is also appropriate for groups as well. Resilient nature (Das, 2021) in an organization might help the organization to overcome kinds of problems and return it to the right path. As we can see, resilience is one of the significant qualities a person or a group of people require to enable the organization to run smoothly in order to achieve organization targets or goals.

Benefits of Resilience at Workplace

Workplaces are frequently constantly changing and nerve-racking environments (Gallup, 2020). The obstacles and challenges they perform can totally test a person’s toughness. The interesting problem is employees and organizations mistreat how important are the functions of resilience and what benefits can resilience lead. Without the existence of resilience, development of an organization will definitely be dragged down. This is due to the strong connections between evolution, management of organization and the employees . A group of employees will work together in an organization for common goals (Kooser, 2021). The fact is, while employees are affected by mental health or other issues due to the factors such as long hours work, heavy work tasks, peer conflict, boredom of work, this might decrease the productivity of the organizations. According to the data collected in Netherlands (Greenwood, 2021), there is about 58% of the employees who are suffering to mental health and estimation of 30-40% of America employees got the sickness form of mental illness. Thus, how can employees operate to make themselves out from all these bad situations such as mental health and how to prevent them from having a negative mind set? The solution is to raise employees' resilience levels. Since we know the importance of resilience, let's explore the benefits it can bring to the workplace.

1. Better handling of challenges

Resilience can help employees avoid from negative emotions and perceptions from doubtful judgment. This means that employees with a high level of resilience have the ability to think clearly, see the problems from all aspects, and deal with matters or businesses more logically and peacefully (Gatty, 2019). By way of explanation, when employees put their attention on solving issues instead of searching blame, they could achieve high efficiency and productive solutions. Therefore, employees with a clear mind set can perform well in their job tasks in order to help organizations to achieve better achievement in goals.

2. Improve communications

Employees with the ability of resilience normally have superior self-assurance and high confidence. For example, these kinds of employees are more often to speak up actively, willing to contribute, dare to give opinions, and able to express themselves more constructively. In addition, employees with good resilience can perform well in the idea sharing, as we know idea sharing in the workplace is critical for surveying all choices and opinions in order to find out the best solution. We can say that communication is so essential at the workplace as quality communication when working can get rid of redundant problems and improve work performance (Efectio, 2022). Therefore, resilience is very necessary to exist at the workplace.

3. Reduce burnout and absenteeism

According to observations, employees will burn out once they lose the motivation and passion of their jobs. This phenomenon is frequently linked to their poor resilience. Furthermore, burnout or fatigue of employees will lead to absenteeism, which is the situation of employees keep absenting during work time (Petitta & Vecchione, 2018). Thus, with the ability of resilience on them, employees can become more flexible during difficulties of the work as they are able to adapt to the situations. Resilience can also enable employees to hold onto the spark of their duties in a job.

4. Create a competitive business

Businesses which can constructively endure through times of change, and who have employees to labor with sweat and tears (Porter, 2020), are the ones that will go through strenuous times in an organization. In other words, employees with a high level of resilience are more likely to stay together after changes. Holding onto employees who perceive and familiarize the business inside out and can withstand the compulsory changes is very significant for the longevity and the development of the organization.

5. Better organization and time management

As everyone knows, all workplaces will lead to numerous advantages if they are having disciplined and disposed staff (CFI, 2022). This is because disciplined and organized employees can effectively manage their own time, complete their job tasks perfectly, and coordinate themselves if facing any problem. All these aspects are based on resilience as it can encourage employees to foresight (Minahan, 2021) or foresee the future, focus on their job and allow them to plan realistically in order to help the organization to grow rapidly.

As a consequence, when the resilience level of employees is high, scores of benefits will be gained and countless problems at the workplace could be avoided and this circumstance can totally improve their efficiency of work in order to contribute better workforce for the organizations.

Impact of low resilience

In the workplace, resilience refers to how constructively employees can withstand and handle challenging experiences in their work. In the view of fact, career and job- related pressure are a global phenomenon that is happening to all employees in every organization. When the employees could not manage and operate their resilience efficiently (Rees et al., 2021), high levels of workplace pressure may cause various negative personal and performance issues. Therefore, we can assume that poor resilience of employees at the workplace will definitely influence the personal staging and the organization broadening.

1. Mental health issues

According to numerous empirical studies (Wu et al., 2021), resilience is erratically corresponded with indicators of mental health. For instance, employees with poor resilience may get affected by mental illness namely anxiety, depression and other negative emotions as they couldn't withstand and bounce back the high pressure of the work. Moreover, while working day by day, they will get involved in some negative outcomes for example the compassion fatigue and the feeling of burnout. Researches have proven that, burnout during work will cause employees to some harmful symptoms such as memory loss, inability to work effectively (Contributor, 2020) and concentration trouble. On the other hand, low resilience levels will not only increase the threat of growing mental sickness among employees but it will also increase the cost of healthcare as the employees have to pay out money to treat their emotional mental problems.

2. Poor relationships at workplace

As it is known, the key aspect of resilience is to set up well-built relationships with others. When a person's resilience level is low, he will usually isolate himself and not be interested in building relationships or contact with others (Team, 2022). This situation will cause him to have poor connections among colleagues at the workplace. Many of the work tasks and projects are needed to discuss and give opinions among members. Thus, poor connections and communication among employees will affect the complement of the tasks and projects. Furthermore, poor resilience of employees has a very high possibility that quarrels and friction will happen with others as they always take things more personally (Hartwig et al., 2020). For instance, employees with good resilience will always think about others' emotions and benefits because they can put themselves in others' shoes but the ones who are poor resilience, they will just do things their own way without considering others. All these consequences can lead to a very poor work team and relationship among employees and this will definitely influence the productivity and efficiency of work.

3. Inefficient productivity and performance

We can't deny that resilience takes a significant role in the performance of employees and productivity of an organization. Low resilience culture in the workplace will totally reduce employees and organization productivity and performance. This is because there is a corresponding relationship between individual performance and productivity of the organizations (Gartner_Inc, 2020). When the employees of an organization are much more inclined to poor resilience, they are ruled by emotions. For example, employees with low resilience will easily get influenced by small issues and cannot control their actions to work rationally such as quarrel with customers, wrangle with peers when working, and simply give up their responsibilities. Moreover, low resilience may cause various challenges for employees, which can influence their performance at work. This is because when employees with poor resilience are moodiness and easily depressed, they cannot withstand the high level of stress of work (Stange, 2019), and this will directly affect the productivity, services, and progress of work in organizations. All these circumstances will drive the development and management of a company downhill.

In short, we can say that low levels of resilience among employees will cause them to be unable to handle their pressure of work and this may lead to various negative personal and performance issues to the employees themselves and also organization. For instance, employees might face mental health issues, toxic or poor relationships among colleagues and the inefficiency of work productivity and performance. Thus, importance and how to improve resilience should be prioritized by organization at the workplace.

How to Be More Resilient At Workplace

As researcher had previously stated, resilience refers to the procedure of adjusting and adapting well in the difficulties, pressure and adversity. This ability can protect employees from the dismissive experiences which if not could be debilitated. While resilience is a natural feature that many of us are born with (Fernandez, 2021), it is still affected by our environment and life situation as the level of resilience might corrode overtime if we are not flexible enough to withstand the high pressure we experience. For instance, our resilience level may drop rapidly after going through some essential issues or periods. Thus, it is very significant to investigate how employees to be more resilient at the workplace because it is 100% learnable and correctable.

1. Understanding the basic elements of resilience

Resilience is the standard that all individuals including employees at the workplace have to draw on and apply in daily work. None of us can escape or be immune to resilience difficulties and obstacles. Apart from that, there are various perspectives on what the key aspects of resilience are. They can normally comprised to five key pillars (Sacco, 2020), which are :

i. Emotional wellbeing- This is how effectively a person controls and manages his emotions and mind set as sometimes we really have to hold on to our anger and dissatisfaction especially during work time (Jagielko, 2019). We can say that this is the elemental pillar of resilience.
ii. Inner drive- This refers to the capability to set a target or goal (Martinaityte, 2020) to make sure you will always be clear about the right direction to go. Besides, we can often motivate ourselves to ensure that we will not give up easily on something and drive us to meet our goals.
iii. Self-belief- Self-belief plays an important role to improve resilience as it can help people to think positively about themselves and always be confident with their abilities. Furthermore, with self-belief, we can see things from all sides with crystal-clear clarity to avoid us from making the wrong decision.
iv. Relationships- Having strong relationships with peers enables better teamwork. This can complete a task or duty more easily and in a shorter period.
v. Physical health- There is a corresponding relationship between physical health and quality of life (Oakman et al., 2020). This can also help us to prevent the risk of getting several diseases such as cancer, cardiovascular and diabetes.

2. Developing healthy relationship

As we know, healthy relationships in the workplace are constructed by complementary respect and trust, healthy communication and the interaction among employees. Thus, to improve resilience (Team, 2021), employees have to avoid the action of isolating yourself as this will slowly make you lose interest to interact with others. Besides, employees should also try their best to escape toxic relationships. For example some of the peers often blaming, comparing and shaming others. With a healthy relationship, the resilience level of employees will totally improve drastically as they can communicate and exchange opinions (the Mind Tools Content Team By the Mind Tools Content Team et al., 2019) with their colleagues in a healthy way and this healthy environment will also lead employees to have a positive mind set and thoughts. Other than that, one of the ways to apply resiliency in terms of relationships is to practice the way of give and take as employees can try to accept the weakness of themselves or partners'.

3. Goals planning

Last but not least, goal planning is one of the effective strategies to improve resilience at the workplace. This is due to the reasons that, when employees decide to improve their resilience, they will again range their values and start to set some goals to achieve (Conservancy, 2020). For example, employees can try to create a development plan or set a small goal at their workplace. These goals planning can give them strength to put their effort and attention to the work in order to raise their resilience. It also aids us in a way to prevent us from procrastinating our tasks, therefore getting our job done quickly. As a result, improvisation of productivity in terms of setting and planning goals for ourselves will benefit our job company to thrive drastically in a short period of time.

Briefly, by implementing all these efforts and methods, employees will be able to lift up their resilience level. Moreover, due to these circumstances, employees can have a clear and obvious direction to work for and they will not easily get lost while withstanding high pressure of work tasks at the workplace. All these components are very beneficial to the expanding and developing of an organization.

Conclusion

As clean and concise a summation of the term “resilience” as I have come across, the meaning behind this word should be taken seriously in implying it as a part of our daily routine, considering the fact that it can drastically improve many aspects of our lives respectively. Existence of resilience is essential as it can bring numerous benefits to the workplace namely enable employees to better handle challenges, improve communications, reduce burnout and absenteeism, create competitive issues, and better organization and time management. Without resilience, it can cause many negative impacts to the business such as mental health issues, poor relationship among peers and inefficient productivity and performance of organization. Subsequently, it is necessary to investigate on how to be more resilience at the workplace such as employees should understand the basic elements of resilience, develop healthy relationship at the workplace and also goals planning for work.

If we look from other perspectives, not only employees themselves should put efforts in improving resilience at the workplace but organization itself also play a very important role to help their subordinates to build resilience. Eventually, researcher has some recommendations for organizations to improve resilience at the workplace. The first recommendation is that the organization should provide educational resources and coaching to the employees (Wellness, 2020). This is due to the reasons that leverage emotional controlling and stress management coaching programs would help employees to build a resilient mindset. By furnishing coaching and management programs, employees could learn how to control their dissatisfaction feelings (the Mind Tools Content Team , 2021), bounce back negative thoughts, and reduce workplace anxiety or depression. Additionally, choosing a high resilience manager in an organization can be the second recommendation to improve resilience at the workplace. This is because the high resilience of the manager will be a role model for all employees and as we know the influence of a leader is so strong to indirectly give impact to the followers. Besides, managers with a high level of resilience could also train their subordinates to have strong resilience in order to develop the growth of organizations. Therefore, with mentoring and the guidance of a good role model, the improving of resilience among employees will be no big challenge.

On top of that, organizations could practice model learning from mistakes at the workplace. This can help equip the employees with the skills which are learning from mistakes that they need to adapt. For instance, an organization can hold a review meeting after a project is done to let employees discuss and realize their mistake or carelessness (Petty, 2019) of work in order to correct it. By this, employees can improve their resilience level and will not feel anxious while completing their job tasks as they have realized their mistakes before and will not repeat again.

In summary, efforts and cooperation of employees and organizations are essential and indispensable in improving resilience at the workplace. Of course, building resilience in the workplace is not going to happen overnight. It is an attribute that everyone needs to develop over time but if someone is willing to make a small change, the butterfly effect will definitely happen one day.

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SHARIAH-COMPLIANT THEATER STAGING IN KELANTAN: A REVIEW

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Abstract: *Islam is a comprehensive religion because it has given guidelines in all matters in human life including theater theater. The State of Kelantan has set sharia-compliant theater staging rules based on certain enactments. However, the state of Kelantan has never barred any party from performing theatrical performances but must follow the rules that have been set. However, there are some who claim that the enactments have restricted theatrical staging activities and resulted in their staging being very poorly performed around the state of Serambi Mekah. Therefore, this study was conducted to examine whether the enactments have restricted or not theatrical staging activities as well as provide exposure on the rules related to it in addition to peeling the theaters that have been staged in the state of Kelantan. This study is a qualitative study that uses data collection and data analysis methods involving printed materials, documentation and interviews. The results of this study found that the regulations that have been set have shariah-compliant values and do not restrict theatrical staging activities because it turns out that there are already several Shariah-compliant theaters that have been staged in the state by famous figures such as Noordin Hassan and Hassan Jali. Studies suggest that such a Shariah-compliant theater staging can be developed in the future with the recommendation of initiatives in the process of intensifying theater staging activities. In line with that, theatrical staging is able not to be looked down upon by the community when the concept of Shariah-compliant is known and the items in the formulation of theater staging policy in Kelantan are identified to be purified by the parties involved.*

Keywords: *Theater, Shariah-compliant, Kelantan.*

Introduction

The origin of the word "theater" is from three languages, namely English "theater" or "theater", French "théâtre" and the ancient Greek "theatron" (θέατρον) (Istana Budaya, 2019). Noresah (2010) defines theater as a performing art or building in which there is a stage where performing drama, music, entertainment and so on for the public to watch. It is also synonymous with the words stage and cinema (Noresah, 2010). Istana Budaya defines theater etymologically as a place or hall of performance, and in terms of all things shown on stage for the consumption of connoisseurs (Istana Budaya, 2019).

Theatrical staging is one of the arts that takes literature to a higher level when it is interpreted as the platform to spread ideologies to the public. The theater is staged in a live audience. The message conveyed by a theatrical performance is through a storytelling plot that contains ideological elements that try to be delivered directly with appreciation by theatrical actors in addition to the power of directing techniques, scripts and theatrical stage preparation which also includes props, costumes and makeup (Fazilah, Mohd Zariat, Siti Husniah, & Zulkifli, 2020).

In Europe, musical theater performances have been enjoyed since the 20th century. As a result of the process of expanding European power throughout Asia, theater was also widely spread as one of the entertainment arts of great interest. Around the 1920s and 1930s, Malaysia began to show the growth of theater activities when there was a 'bangsawan' group and after that was replaced by a 'sandiwara' group around 1940 to 1950s among anti-British activists (Hadijah, 2015).

The evolution in theater performance is seen in the prominence of stories that are more to the realities and questions of society's real life and not the other way around that are more myths and fantasies. When there was a rise of nationalism awareness among the higher learning students at that time, dramas began to reveal social issues such as national development, class in society, status of life and the question of reality. In the 1960s, the theater of realism began to grow rapidly through the writing of staging scripts by famous writers and theater activities such as Usman Awang and A. Samad Said (Mana Sikana, 2006).

Although theatrical staging is more of an eminence performance that struggles for the purpose of entertaining the community from within and outside the country who are interested in it, the fact is that it also showcases the value of beauty or enjoyment through clear visuals in the style of movements and intonations.

Shariah-Compliant Theater Staging in Kelantan

The Kelantan government has made guidelines for theater staging activities in the state. The staging of this theater is based on the rules that have been absorbed with Islamic values so as not to violate the principles of Islamic law. The state government has also never restricted any entertainment activities that comply with all the rules that have been outlined (Ahmad, 2008). According to Abdul Malik (2020) the Kelantan state government has never stopped any activities including activities related to theater performance, if it complies with the rules that have been set and does not conflict with Islamic law. Besides, the government strongly encourages any activity that benefits parties involved.

Beginning in 1990, the administration of the Kelantan state government applied "siasah shariah" which also covers the fields of arts. According to the Pusat Kajian Strategik (2005) in the article (Mohd Asri & Shukeri, 2018), the performance of arts, literatures or cultures must not deviate from the path of Islam. It must begin with an intention, type of expression and purpose towards achieving the pleasure of Allah SWT. Although the source is from within or outside the country, it should be adopted as long as it is in line with the Islamic principles. If it is not based on Islamic principles as practiced by a non-Muslim, the condition is that Muslims must not participate. Apart from that, all planning and implementation of activities should be based on local artistic features that are in line with Islam. Among the mandatory implementations that need to be complied with is to separate women and men in any artistic activities and not to include any practices that are contrary to Islamic law.

In addition, the Kelantan state government has put efforts in purifying the Kelantanese and generally, Muslims throughout Malaysia in general from the elements of superstitions and shirk in the implementation of arts, literatures and culturals performances such as theater, as seen in the policy of "Membangun Bersama Islam" that has been launched. Among the reasons for the need to formulate the Islamic art policies in Kelantan in 1998 are as follows (Mohd Asri & Shukeri, 2018):

i. One of the divisions of activities in a human's life is art, so its journey should be recognized by Islam as it plays a bigger and more comprehensive role and not the other way around.
ii. Man should be able to recognize the greatness and majesty of Allah SWT through the beauty of his art and his appreciation which is not just intended to satisfy lust alone.
iii. A rule that is in line with the requirements of the Shariah such as not allowing mixing between men and women is one form of appreciation of the beauty of art.
iv. Elimination of artistic practices that are contrary to the Shariah must be implemented.
v. In order to solve social ills among the younger generations, cultures and arts need to be used as instruments of da'wah (preach).
vi. The ambition to shape and develop human beings towards truth and justice based on the principles of the Qur'an and Sunnah can be supported.

Referring to the main goals of the Dasar Kesenian Negeri Kelantan which has been outlined by the Kelantan State Government (Pusat Kajian Strategik, 2005), the implementation of arts activities in the state of Kelantan, including theater staging, is not contrary to Islamic law as follows:

i. To produce people who fear Allah SWT through art as a medium of mediation.
ii. Preserve, coordinate and maintain the cultural heritage of the nation that does not conflict with Islam.
iii. Develop an ummah that loves Islamic-based arts and cultures.
iv. Making cultural products that can generate economic resources for the people.
v. As a platform to address social problems, racial integrations and the promotions of the tourism sector.

In this regard, the theater staged in the state of Kelantan is subjected to comply with the Islamic law. Adherence to the main principles in the Dasar Kesenian Negeri Kelantan, has restricted theatrical staging involving genders mixing, storytelling that touches on sensitive issues or any practices that are contrary to shariah in the theater staging activities.

Apart from that, efforts in building the identity of an Islamic city have long been implemented by the Kelantan State government. This can be referred to the enactment and enforcement of Enakmen No.8 of 1998 which is "Enakmen Kawalan Hiburan dan Tempat-Tempat Hiburan 1998" which was agreed by the Sultan of Kelantan on 8 November 1998. It is an enactment that provides the regulations and licensing for the entertainment shows and entertainment venues; and for matters adjacent to it Mohd Asri and Shukeri (2018). Since its commencement, several public entertainment staging implementations have been successfully organized without any issues arising.

For an example, on 30 September 2005, a concert called Tautan Kasih was held in Padang Perdana Kota Bharu in conjunction with the declaration of the Majlis Perbandaran Kota Bharu Bandaraya Islam (MPKB-BRI) on 1 October 2005 (Mohd Asri & Shukeri, 2018). Although the concept of singing by many artists is still performed, but the selection of artists has been done among male artists only and with good images such as Mawi, Akhil Hayy Rawa and a nasheed group named Mestica. In addition, Isyak prayers were performed in congregation on the night of the concert before it started.

The conditions set by the Local Authority or Pihak Berkuasa Tempatan (PBT) in the approval of entertainment licenses under this enactment have been complied with. Among the conditions are that the evening entertainment program should start after Isyak, the appearance of the participating participants should cover the aurat, for Muslims, and dress modestly, for non-Muslims, and the audience seats should be made separately between men and women. The implementation of any entertainment staging in the state of Kelantan is controlled and compliant with the Shariah under the enforcement of this enactment. It gives an indication that entertainment performances can be held as long as they comply with the conditions issued by the local authority under the enactment of the state government.

Garis Panduan Persembahan Kebudayaan (Hiburan) in Kelantan 1998

Cultural or entertainment performance in the state of Kelantan is very significant with the concept of "amar makruf" and "nahi mungkar" where the "maslahah" is prioritized and "mafsadah" is eliminated (Omar Din, 2011). Simultaneously with the approval of the Enakmen Kawalan Hiburan dan Tempat-Tempat Hiburan 1998, the Garis Panduan Persembahan Kebudayaan (Hiburan) in Kelantan 1998 was also approved on 29 October 1998 in the Kelantan DUN Conference (Mohd Asri & Shukeri, 2018).

However, a circular to explain the purpose, type and class of entertainment under the Kawalan Kerajaan Negeri based on the Enakmen Kawalan Hiburan dan Tempat-Tempat Hiburan 1998 as a guide to entertainment licensing officers, law enforcement agencies, entertainment activists and the public has been issued. There is no specific statement that uses the term ‘theater’ in the Pekeliling Am Negeri No. 4 of 2003, but under Article 2.0 Background, Article 2.3 has the statement that’s referring to theatrical performance of "Kelompok Hiburan Article 1, Schedule (Section 1) of the Enakmen Hiburan 1998 such as acting, opera, pentomine, variety, music, karaoke, singing, dancing, martial arts performances, beauty contests, tabloos, demonstrations and parades whether traditional (old) or modern (new) are often performed to the public ”.

Under the Article 3.2. Hiburan Dikawal Selia in the same circular, guidelines are listed for entertainment performances as follows:

i. Does not involve women (baligh), men resemble women or vice versa.
ii. Not shown by men with women mixed without shariah limits or shown by women exposing their aurat
iii. Does not contain beliefs, speeches, readings and acts that are elements of shirk, kufr, vile, obscene, reprehensible, swearing, slander, immorality and so on that are contrary to Islamic beliefs and ethics.
iv. Does not contain ‘kafir’ elements such as the worship of spirits, dead people spirits, demonic ghosts, jinn and places considered sacred such as graves and so on.
v. Does not contain elements of humiliation, reproach, blasphemy, fighting, rebellious and dividing the unity of the ummah.
vi. Does not damage the life, intellect, descent, bodily harm and property of individuals and the public.
vii. Does not contain elements of gambling or betting involving profit or loss.

viii. Does not disturb the peace of the Islamic synagogue and public.
ix. Does not contain elements of torture to animals or destroy plants except those permitted by the Islamic law.
x. Does not lead to acts of shirk, kufr, munkar, immorality, fights and destroying properties and public facilities.
xi. Do not neglect to perform responsibilities or obligations to God, oneself, family, society and public.
xii. Contains no fraudulent elements.

Islamic Theater Works

Referring to the staging of Islamic theater, the fact is that it is not a new effort in elevating theater activities as a preach platform among Muslims. There are many Islamic theatrical performances in Asian countries, Iraq, Syria, Egypt, Saudi Arabia and Algeria (Al-Hadad, 2004) that have been actively held since the 9th century (Alsafar, 1991). Most of these theaters are legends of the ancients that show the culture and life of Muslims in the form of interesting storytelling and messages, for example "Hikayat Seribu Satu Malam" or "Arabian Nights" which depicts the life of the people in Baghdad through popular characters such as Aladdin and has been presented in the form of theater around the world.

Islamic theater from Middle Eastern countries has been manifested in the performing arts of the continents involved in four methods: (i) adaptation performance of theater, music and dance from foreign integrated with local features; (ii) the use of dance music in the context of theatrical performances; (iii) adaptation of literary materials from dramatic repertoires into traditional theater; and (iv) reinterpretation of traditional literary content using Islamic terms and sometimes in particular according to Sufi teachings (Ghulam-Sarwar, 2010).

In this regard, it is not impossible to promote sharia-compliant theater activities in the state of Kelantan or Malaysia as this art platform has the flexibility to comply with the policies, enactments and guidelines set in its performance. The stipulation of theatrical performance should not be considered "destructing" theatrical activities, in fact it should be a catalyst for the purification of theatrical arts among future generations.

There are several famous theaters works that have been staged in the state of Kelantan, including:

i. (SN) Noordin Hassan's Theater Works

Noordin Hassan is a leading dramatist in the country and is one of the national writers who earned the title as 'sasterawan negara' (SN) in 1993 and has appeared in several drama genres such as surrealism and fitrah. After the tragedy of May 13, 1969, his earliest theater, entitled "Bukan Lalang Ditiup Angin", published in 1996, was produced, where many local conventional theaters and dramatists at the time were impressed with the theater's storyline. The work is composed in a composition that imagines the climate of surrealism that has to do with the notion of absurdism (Mana Sikana, 2012). The concept of a game of fate and destiny, as well as suffering and oppression, are the emphasis in this theatrical text. However, Rahimidin (2012) stated that Noordin Hassan's theatrical work hides his thoughts behind the images used, so that it would be very 'philosophical' and 'avoidance by the audience'. That is why the titles of the dramas produced have image words such as "Tiang Seri Tegak Berlima", "Malam Ini Penyu Menangis", "Jangan Bunuh Rama-Rama" and "Anak Tanjung". His wisdom

was praised by Rozninah (2012) when it was seen to have parody elements of life statements with the aim of giving sharp criticism and satire towards its target.
However, the maturity of Noordin Hassan's work was even more apparent when the concept of ‘fitrah’ theater was introduced by him. These works of ‘fitrah’ are seen to have clear contents on the principle of "amar makruf nahi mungkar" in terms of Islam (Gaisun & Prostration, 2019). He cautioned the superstitious belief, superstition and idolatry among the Malays at that time like faith healing, the use of charms, astrologer and fortune teller as well as taboos and superstitions (Siti Norhapizan & Fazilah, 2012). Besides, the work of Noordin Hassan recognized by many researchers as "Islamic Malay drama" (Rahmah, 2002) and "Islamic ethics" (Solehah, 1993).

‘Fitrah’ theater is a staging concept that is highlighted through Islamic religious thoughts and elements so that the community is educated in their intellect and faith. It has the concept of ta’abbudiyyah or the nature of a Muslim’s bondage to his God (Mana Sikana, 2012). In the text of the drama "Selendang Umi", religious elements are secretly inserted to invite the Muslim community to develop in line with the modern era. Prior to that, the drama "1400" which was staged in conjunction with the Hijrah 1400 year (or 1979 AD) began the concept of ‘fitrah’ theater by highlighting the spiritual element in the journey of the characters to reach the level of enlightenment. The holy verses of the Qur'an have been inserted in the work "Jangan Bunuh Rama-Rama" where the opening of the drama is with the word "subhanallah" which praises the purity of Allah SWT. Apparently, ‘fitrah’ theater is Noordin Hassan's agenda as a preaching tool based on Islamic teachings. The production of his works become symbolic to an act of worship that aims to give guidance to its audience (Mana Sikana, 2012).

There are six principles that define the concept of ‘fitrah’ theater served to the audience by Noordin Hassan, namely (i) the ending of the story in favor of the protagonist who believes that believing in Allah S.W.T. is human nature, (ii) presents a character with a conscious scene of devotion to God, (iii) the story can manifest words about the psyche or spiritual, the priority is good intentions, (iv) manifests faith in God S.W.T. through actions, (v) theater containing Islamic values stimulates the minds and emotions of the audience, and (vi) Islamic values are displayed images and imagery through theater with the aim of worship, but maintaining the ethics of staging (Husin, Mohamad, Mohamad, & Abdul Rani, 2019). Therefore, the staging of ‘fitrah’ theater is considered very synonymous with the concept of Shariah-compliant theater that is being studied. The emphasis on these six principles will assist in the implementation of policies pursued by the developing government along with Islam.

ii. Hassan Jali’s Theater Works

In relation to that, Kelantan is seen to have gone through the development of Islamic theater from several staging in the state of Cik Siti Wan Kembang. Among those mentioned by Deraman (2018) are "Ashabul Kahfi", "Berqasidah Bersajak", "Awang Gedebe" and "Tok Kenali" directed by Haji Hassan Jali or better known as Hasan Jali, an Islamic theater artist in Kelantan. "Tok Kenali" is said to be very mesmerizing, even without the presence of a female character. A clear preach can be seen in the copy of "Ashabul Kahfi" in 2001 which also involves only male actors. Ismail (2014) added that in 1998, the staging of "Jihad Putera Jeram" (by Hassan Jali) also used male actors only with the involvement of women behind the scenes as makeup and costume crews. This shows that the effort to stage a Shariah-compliant theater in a state that develops the policy of "Membangun Bersama Islam" is not impossible. Hassan Jali has successfully proved that all issues related to production that are not able to comply with the shariah in the staging of his work can be overcome by understanding the values of Islam and complying with the rules of the authorities (Fazilah et al., 2020) to protect the local community.

Such theatrical works give an indication of the concept of theater acting without female actors or gender mixing on stage. This initiative complies with the entertainment guidelines set by the state government and indirectly proves that theatrical staging can still attract the audience with a preaching storyline. In line with that, the current generation can review the method that has been successfully done by Hassan Jali in channeling his thinking ideas wisely. For example, the theater "Tok Kenali" was very popular when it was staged until several parties re-staged it at official functions around the state of Serambi Mekah.

The main thing focused on Hassan Jali's works is in terms of its implementation. Through the impact of the storyline, the actors involved are limited to male actors only. Clearly shows that he is trying to get out of the cocoon of cliché mixing actors on stage. It is also very significant in describing his efforts to realize the policy of "Membangun Bersama Islam" implemented by the Kelantan state government.

Conclusion

As there is still a lack of research on "sharia-compliant theater" done and published, then the results of this study are expected to be able to fill the gap. It is hoped to benefit educators, theater artists and the Kelantan state government in line with the identity of the people of this state. This article gives a clear indication of the concept of implementation for a theater performance that is not only shariah compliant, but also in accordance with the guidelines and does not conflict with the state Enakmen Kawalan Hiburan as well as the policies enforced. It has revealed the history of Islamic theatrical staging by previous theater activists who in fact managed to gather responses from many theater fans. The comprehensiveness of Islam can be spread to the community through theatrical works which are undeniable, such a theater stage can be a platform for Islamic preaching. Although the challenges of getting a staging slot is quite limited due to competing with the general theater, efforts to intensify it should continue to be done from time to time. "When in Rome, do as the Romans do". Shariah-compliant theater is a staging concept that needs to be considered by the Kelantan state government as one of the productive elements in realizing the policy of "Membangun Bersama Islam".

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SKILLS FOR MAXIMIZING EMPLOYEE ENGAGEMENT CAPABILITIES

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Abstract: *Employee engagement is a strategy to the organization that makes it possible for all people in the organization to put in their best contribution every day, be dedicated to the strategic direction of the organization, be driven to help the organization succeed and to have a greater sense of their own well-being. Generally, employee engagement has increased in prominence over the last few decades, particularly since the global proliferation of COVID-19. Organizations are evolving on a global scale. Organizations' fast-paced work cultures require greater engagement than ever before. Every employer now desires to maximize the output of their employees. The only practical and, to a degree, cost-effective solution came in the form of employee engagement. Employee engagement provides the way for both great individual and organizational success. The purpose of this report is to study the skills required to maximize employee engagement capabilities. Furthermore, another purpose of this report is to study the most effective strategies for increasing employee engagement as well as the associated benefits of employee engagement. Lastly, the goal of this study is to look at how organizations have used employee engagement. This report includes several references to primary sources of information such as books, journals, articles and internet searches. The report's findings indicate that organizations must increase employee engagement in order to become more competitive. The recommendations in this report are that employers can do employee engagement surveys and provide their employees with training. Thus, employee engagement must be instilled in the culture of the organization from the start.*

Keywords: *Skill, Employee engagement , Employee Engagement Capabilities*

Introduction

Employee engagement is a human resources (HR) concept that emphasizes an employee's excitement and attention to their job. Employees that are engaged care about their work and the company's performance, and they believe that their efforts make a difference. An engaged employee is motivated by more than just a salary. They may think that their well-being is tied to their performance and important to the success of their organization (Smith, 2020). Employee engagement is associated with both the job and the company and is a proactive work-related condition. However, there is debate about whether employee engagement is a personality attribute, psychological state or behaviour (Heijden, 2018). This illustrates that employee engagement is an emotional commitment to one's job and a determination to perform at one's best. People's feelings about their jobs affect how excited they are, how hard they work, how long they work and how much they try. Employee engagement is one of the most important concerns that every organization strives to maintain among its employees in order to ensure that workers give their full effort to their tasks (Riyanto, 2020). Despite huge changes in the economy and technology, the most recent meta-analysis results are consistent with previous iterations. Simply said, engaged employees outperform other employees in terms of business outcomes regardless of industry, company size or economic conditions. When compared to those in the lowest quartile, businesses or work units that score in the top quartile of their organizations in employee engagement have nearly double the odds of success (Gallup, 2017).

Employee engagement is classified into three levels: "completely engaged," "not engaged" and "totally disengaged." Employees that are completely engaged have more than just the mindset to accomplish exceptional work. They also produce results that have a significant impact on the organization. Employees that are engaged also put in discretionary effort to achieve company goals, indicating that they are willing to go above and beyond to produce their best work. Employees that are disengaged are neither very pleased nor overly negative about their jobs. They are present, but they do not put in extra discretionary effort to take their contribution to the next level, whereas a totally disengaged person can have a disproportionately negative impact. These individuals express their negative ideas and attitudes about the workplace, affecting co-workers' morale. They can leave on their own, but more often they have to be kicked out of the organization (Duval, 2021). Gallup had also developed a hierarchical model titled HRM Key Performance Indicators (KPI) that was based on Herzberg's and was used to monitor employee engagement in numerous companies including distribution companies. There are four key dimensions and 12 main indicators in the Gallup hierarchy to accomplish engagement hierarchy in the organization, such as fundamental necessities like management support, teamwork, and growth, which include; progress in the last six months, opportunities to learn and improve (Kusuma, 2019). Gallup's modification hierarchy is depicted in the figure below.

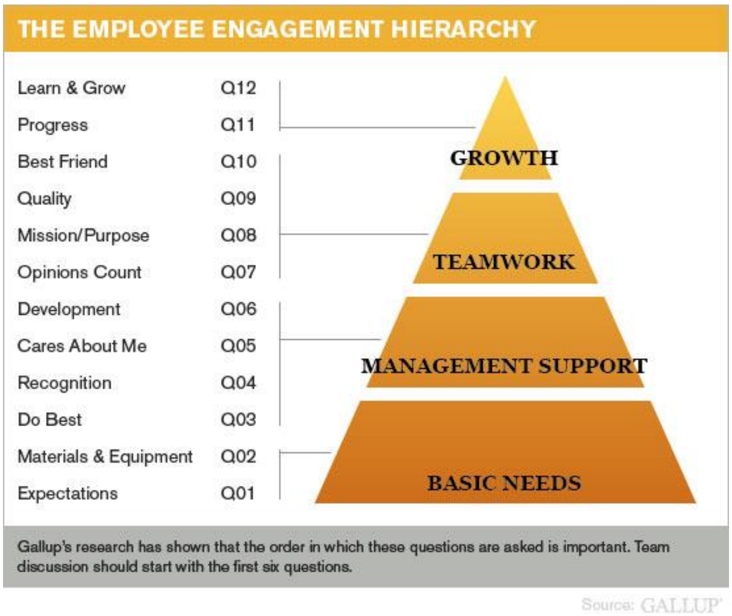

Figure 1: The Employee Engagement Hierarchy

Employee engagement has emerged as a critical issue for all organizations, as success in a competitive business environment necessitates highly capable and engaged employees who can meet their employer's high expectations. Employee retention and engagement have risen to prominence as top goals for business leaders. As organizations' expectations of their employees rise, so do employees' expectations of their employers. Supervisors, managers, employees and organizations as a whole all influence engagement and are responsible for its growth or decrease. When a new employee is hired by an organization, he or she expects some fundamental human needs to be met. Employee engagement rises as the organization meets these needs. Employees must be assigned to jobs that are a good fit for their skills and interests. Employees must also have faith in the organization's ability to honour promises, to be honest and transparent in all dealings with them, to invest in them and to treat them fairly. Employees must be confident that their efforts, enthusiasm and significant contributions will be recognized and adequately compensated. Employees must eventually think that they will have the opportunity to grow, develop their skills and advance. When employees and the organization fall short of achieving these expectations, employee engagement suffers.

Aside from that, considering the present situation with COVID-19, which occurred in 2020 and resulted in lockdown, most organizations have decided to enable their employees to work from home. Employees find it challenging to work from home because they are unfamiliar with the organizational culture at home and suffer from a loss of attention as a result of constant interruptions by family members, leading to work–life conflict. Worse, they lack the necessary work equipment and technologies, such as a computer with a solid internet connection and a defined workspace. Since the global increase in COVID-19 cases, the majority of employees feel stressed. They are concerned about their job security and pay. Employees found it difficult to concentrate or focus on their responsibilities, prompting the need for employee engagement. The organization's major responsibility is to ensure the well-being of its employees and to properly engage them. Employees that are entirely immersed in their work and willing to give their all. Organizations should deliver motivational lectures, boost employee morale, and provide a safe and open work environment where employees may speak up if they are having difficulties. Employees should have a clear policy in place so that they don't think about their jobs and work well.

Organizations that ignore employee engagement risk creating a large number of disengaged workers. Employees who are disengaged will no longer go above and beyond expectations and will instead put forth a bare minimum of effort. They will take a long time to finish projects and almost never put themselves forward for extra work. As a result, productivity suffers and organizations cannot progress without a productive workforce (Sefendi, 2021). Aside from that, disengaged employees will result in high employee turnover. This is due to employees not feeling appreciated for their efforts and not receiving any recognition for their efforts. Therefore, they decide to leave their job to find a better organization (Healy, 2019). A disengaged employee can also negatively affect the customer experience. It will influence whether a client wishes to do business with the organization. When a client interacts with a disengaged employee, it creates a bad reputation and negative feedback because the disengaged employee provided a poor experience for them. One disengaged employee is enough to make a bad impression on the whole organization (Chadwick, 2018). Therefore, organizations must consider an appropriate solution to engage with employees. Organizations need to understand that their employees are the most important factor contributing to their success. This study will discuss the skills and steps to maximize employee engagement, the benefits of employee engagement and case studies of successful employee engagement practice.

Steps to Maximize Employee Engagement Capabilities

There are several tips and ways to improve employee engagement. There is no short cut to obtaining and sustaining employee engagement as it requires dedication and an investment of time, effort and resources on the part of the organization, but the payoff in terms of enhanced productivity, profitability and morale is well worth the time and effort.

1. Increase employees' self-confidence

Employees with a healthy amount of confidence can achieve new goals and produce better ideas. A self-assured employee is more driven and productive. Developing confidence necessitates actual engagement rather than superficial compliments. It all starts with understanding what is going on. To understand what frightens employees, one must sift through the dirt and dig a few levels beneath their seeming uneasiness. Employees must have confidence in order to achieve their goals and the goals of the firm. Employees with strong self-esteem are more likely to be confident in their talents and make better decisions. They have better relationships with other people and can contribute more in a fast-paced workplace (Raghavan, 2019). Treating employees with dignity is one of the simplest ways to increase their self-esteem. Employers must engage employees on a human level and listen to their issues. When an employee lacks self-confidence, even minor mistakes strengthen their perception of inferiority. Employers need to help employees understand that failure is a necessary part of success. Thus, employers must teach their employees to "fail ahead" and profit from their mistakes (Hurt, 2016). Other than that, employers need to discover employees' talent and then match their job to their strengths for peak performance. Still, the majority of employees have skills or qualities that aren't essential for their position but could benefit the team. Organizations should find what employees are interested in and how these talents might be applied at work. Focus on their personal skills as well as their professional ones and encourage them to find ways to use these skills at work (Pezold, 2017).

2. Make employee mental wellness a top priority.

There is a common perception that "great health is good for business" and that health and well-being affect both organizational and individual performance and vice versa (Singhal, 2020). Due to the fact that organizational success is immediate and has actual ramifications for businesses and the economy, organizations prioritize it over mental health, and as a result, mental health suffers in the battle for resources (Williams, 2020). Employees pay most of the cost right away for mental health issues like work-life balance, while organizations often pay most of the cost right away for problems with organizational performance (Cooper, 2020). However, the COVID-19 pandemic has shed unprecedented light on mental health. The economic downturn, remote working and personal tragedy have created an environment that has exacerbated pre-existing mental health issues, culminating in intolerable levels of stress and worry for individuals. So, organizations need to think about the effects of COVID-19 as a whole as well as the growing problem of bad mental health and take steps to improve mental health (Farrell, 2021).

Employee well-being can be improved if organizations reduce the mental strain placed on employees by reducing their workloads, allowing them to leave on time and providing managers with the necessary training to support employees who come forward with mental health issues (Jones, 2019). However, the most effective technique for supporting and managing employees with mental health issues is to prevent problems from becoming crises. Employee absences may occur during a crisis, but this is not the only possibility. Mental health concerns at work can also emerge as presenteeism, which occurs when an employee is physically present but is not focused on their task or environment. Rather than assisting those who are already afflicted, this entails creating a workplace culture that promotes positive mental health and well-being. Thus, current management training is critical. Managers do not need to be experts in the field of mental health issues, but with the correct information, they may face problems head-on and design effective solutions. Internal mental health training can be undertaken by informing management of available internal processes, benefits, and mental health help, as well as how this information can be spread throughout the organization. If an employee is dealing with mental health concerns for the first time, he or she may not know what works best for them. Therefore, knowing about new resources that are available to them could be quite beneficial (Maurici, 2021).

3 Reward achievements and recognize top performers

Employee recognition is the public acknowledgement and praise of an employee's actions or accomplishments. Organizations use it to express gratitude, motivate employees and reinforce desired behaviour. Recognizing achievements has a tremendous impact on employee morale and performance. Employees get a sense of ownership and pride when they are rewarded for their efforts and they are willing to work hard for an organization (Wickham, 2022). In a Gallup article, (Dvorak, 2016) describe how "workplace acknowledgment motivates, promotes a sense of success and makes people feel valued for their efforts." Employee recognition has been shown to increase not only engagement, but also productivity and loyalty to the company, which leads to a higher retention rate. The best employees should always be recognized in front of their co-workers since it boosts their self-esteem. Furthermore, if employees believe their employer is appreciative, they will strive for acknowledgment. Top achievers may be designated as "Employee(s) of the Month/Quarter/Year" by their workplace. Birthdays, work anniversaries and other key life events can also be commemorated by organizations. Organizations must be reminded that employee recognition programs do not have to be expensive or complicated since the smallest actions can have far-reaching implications (Andriotis, 2018). Given the diversity of levels, job functions and responsibilities, every organization must have a system of recognition with various award categories. Since there are numerous categories of recognition, every employee has the potential to be honoured in at least one category. In addition to increasing the overall effectiveness of the reward program, this also maximizes employee engagement and happiness (HiFives Team, 2020).

To summarize, for employee engagement methods to be successful, organizations must make sure that employees are committed and willing to participate. In conjunction with preparing management, communicate ideas to all staff and solicit feedback on a regular basis. As companies put more effort into getting to know their workers better, employee engagement will go up, leading to a more inspired and productive workforce.

Impact And Benefit Of Employee Engagement

A lot of factors influence employee engagement. It takes into account how satisfied people are with their occupations, how connected they are with their co-workers and management and how frequently they feel recognized and appreciated for their contributions. When team members are totally engaged, their performance can improve from excellent to great. Challenges are changed into opportunities while outcomes are transformed into accomplishments and employee willingly to give their all.

1. Reduction in work-related stress

The body's response to a challenge or demand is stress. It is physically and emotionally draining. Workplace stress levels are typically significant and must therefore be addressed. Occupational stress emerges when circumstances deviate from expectations (Thakur, 2019). For instance, (Brisson, 2017) investigated the extent to which employees experiencing burnout and depression relate their sentiments to their employment. The number of individuals who ascribed their burnout experiences to their employment was related to the number of individuals who attributed their depressive symptoms to their job, suggesting that there may be an overlap between burnout and depression in terms of their causes. Workplace stress will decrease as employee engagement rises. Employees who are not too stressed are more inclined to work for an employer who encourages a low-stress work environment and takes the initiative to keep their employees healthy (Welcoa, 2018). Furthermore, employees will be healthier, more productive and happier, resulting in a more favourable work environment. Employers will not have to worry about low employee morale since everyone will feel like they are a part of something fantastic. They will likely be more content with their positions and stay with the organization for a long time (Ambani, 2022).

2. **Improve company culture**

A company culture is a common set of beliefs, values, attitudes, standards, goals, and actions in the workplace. It reflects both the written and unwritten standards that employees observe in an organization. The culture of an organization is the sum of all members within the organization think, say, and do as they collaborate. Every company's culture is its foundation. Employees are more likely to like their work when their wants and ambitions coincide with the corporate culture. They enjoy their surroundings since they are surrounded by interesting individuals, and they do not want to leave. A strong culture shows that the people in the organization are more important than their output or income (Peterson, 2019). From the inside out, a strong, unified company culture benefits the organization. Employees want to remain in the organization that has a strong culture and a clear set of positive values. Customers also prefer to do business with an organization that has a clear objective and positive workplace values (Green, 2021). Employers will find that if an organization has a good and defined culture, their employees will create outstanding relationships and be able to work together to achieve the long-term goals outlined in the organization's mission statement. A healthy company culture can also develop and strengthen employee loyalty to the organization for which they work. This will enhance production while also making the organization a better place to work (BusinessIQ, 2018).

3. **Low employee turnover and high retention**

Employee retention refers to a company's capacity to keep its employees. Whether an organization has a high or low turnover rate, the correct procedures and initiatives can keep top people from leaving. Employee turnover is typically expressed as a percentage that varies by industry. According to the United States Bureau of Labour Statistics, turnover rates in the public sector can range from 20% to 60%. Voluntary employee turnover is combated by a strong employee retention strategy. By reducing voluntary turnover, organizations eliminate avoidable costs and impediments to progress (Paulsen, 2021). Employers make a concerted effort to establish and foster an environment that encourages current employees to stay with the organization by implementing rules and practices that suit their different demands. A strong retention plan can be turned into an effective recruitment tool. It is a reality that employee retention is critical to any organization's long-term health and performance. Employee performance is frequently related directly to quality work, customer satisfaction, higher product sales and even a company's reputation (Kumar, 2017). Effective employee retention can save a company from losing productivity. High-retention workplaces have more engaged employees who, in turn, get more done. Employees that are engaged are more likely to develop customer relationships and teams that have had time to recuperate are likewise more productive. Aside from that, employee retention can significantly minimize recruiting expenditures. Training and retraining employees on the job can save an organization tens of thousands of dollars per person. (Holliday, 2021)

To summarize, engaged employees are self-motivated to achieve high levels of performance to achieve their goals. Achieving both personal and organizational goals assures that the organization will continue to thrive and expand. Loyalty is acquired via mutual respect and trust and is not given. Engaged employees fully believe in what a company is doing, and as a result, they are extremely motivated to continue to be a part of the organization's growing journey to long-term success.

Example Of Employee Engagement

Engagement should begin immediately upon an employee's hire. It is one of the most critical best practices for employee engagement. Employers who incorporate employee engagement activities from the earliest days of orientation and onboarding have an advantage in terms of acclimating employees to their engagement best practices. With time and practice, engagement processes can become ingrained in the culture of a business.

a) Employee Engagement During the Covid-19 Lockdown in India

Numerous organizations are using novel and creative employee engagement techniques in order to keep their employees motivated and committed to the organization. During this tough period of the pandemic, it is vital to involve employees. (Ghaswalla, 2020) investigated how Capgemini is running various employee engagement activities during this challenging period. Capgemini has created employee engagement plans that include consistent communication with employees via video messages from top management, formulating and developing social networks in online community, providing counselling services to employees, holding webinars on dealing with anxiety and stress, and giving advice on how to exercise and meditate. Aside from that, (Bhardwaj, 2020) emphasized Cars24's efforts to maximize employee engagement and a feeling of connection to the organization. Cars24 sets up activities like challenges to share a picture with your pet or your family and fun awards. There are also online mental fitness and meditation sessions, a hidden talent contest, online singing and campfire challenges, and numerous web team challenges to promote employee morale and productivity. (Hasan, 2020) also reviewed the various ways that organizations are implementing in regard to COVID-19. Amway is continuing with earlier plans for raises, promotions and recognition. The organization has planned online engagement activities such as external webinars to gain experience and healthcare benefits claim policies to pay COVID-19 treatment costs. Meanwhile, Hindustan Coca-Cola Beverages has launched a digital employee engagement project to involve employees' family members and colleagues virtually for emotional and physical wellbeing. On the other hand, ITC Hotels has launched a number of e-learning programmes aimed at various vocations and levels through key e-learning platforms to provide a self-learning alternative that can be supplemented by app-based hosting at any time.

b) Employee Engagement in Banking of Bangladesh

The Bangladeshi financial sector is said to be small and underdeveloped. Despite the fact that the banking industry is the largest service sector in Bangladesh, generating a large percentage of the country's GDP, it is still considered underdeveloped by international standards (Mozammel, 2016). Millions of competent professionals are working together to further the country's economic and national development (Rahman, 2020). Bangladesh has 61 active banks, including state-owned, commercial, international, and specialized banks (Financial System, Banks, and FIs, 2021). Referring to the results of a survey performed in the Mymensingh division, employees who have worked in several banks in various positions were asked to rank the powerful aspects that are goal setting, psychological attachment, job design, mentoring-coaching-social support, leadership, training, justice and performance feedback. According to the report's findings, performance alignment with appropriate leadership involvement in Bangladesh's banking sector can be improved. As shown in the previous study, transformational leadership has the potential to significantly improve employee engagement and address specific issues in Bangladesh's branch banking sector (Mozammel, 2016). Employee engagement improves when employees understand their goals and objectives. A meaningful job inspires employees to achieve individual and organizational goals, whereas main objective inspires employees to improve performance and productivity (Md. Nurun Nabi, 2017). Leaders collaborate to increase employee self-actualization and send a strong message about their responsibilities and role in the banking industry. Employees in Bangladeshi banks are more likely to work hard because their leaders have a clear vision of how to achieve their objectives.

c) Employee Engagement in Kenyan Insurance Firms

Kenya's government is aiming to achieve Vision 2030, which calls for the country to be industrialized by 2030. The government's success depends on financial inclusion and security. Due to the combination of changes in technology, changes in how people act, the intangible nature of their services and a very competitive market, the insurance industry is now more susceptible to market dynamics. Managing a diverse workforce is hard and as more people from different cultures enter the business world today, good leadership is needed to deal with all these different people (Kibet, 2016). (Maina, 2021) conducted research on employees of Kenya's 53 insurance organizations. According to the findings of the study, insurance executives seek out challenging opportunities to put their skills and abilities to the test. According to the research, these leaders also encourage their employees to try out new and creative ways of doing their jobs. The results of the survey also show that leaders look for creative ways to improve their work outside of the formal confines of the workplace. Participants in the study also said that their leaders often make sure that their teams set goals that can be reached, clear strategies, and milestones that can be measured for the projects and programs they work on.

In conclusion, most leaders today are painfully aware that there is much to be done to guarantee that their organizations have a focused and highly engaged employees. Connecting engagement to company performance involves significant work and senior management commitment and it is mostly about how they do it. However, there is a huge opportunity for those that get it right.

Skills For Maximizing Employee Engagement Capabilities

Organizations will always want to hire and keep the best workers in their field. Most recruitment or human resources (HR) managers know how hard it is to find good employees because candidates either don't have the right skills to fit in with the organization. No matter the industry or type of job, every hiring manager should look for certain skills in their employees if they want them to do well in the business world.

1. Negotiation Skills

A negotiation is a decisive discussion that aims to solve an issue in a manner that is conducive to both sides. During a negotiation, each side tries to get the other to see things from their point of view. By negotiating, everyone tries to avoid arguing but agrees to reach a middle ground. Negotiations entail a certain amount of give and take, which means that one party will always emerge victorious. Meanwhile, the other party must concede even if the concession is minimal (Kenton, 2021). Sales, management, marketing, customer service, real estate and law are just a few of the fields where negotiation skills are highly valued. All of these jobs entail regular interpersonal or business interactions, which necessitate strong negotiating abilities. However, the ability to negotiate is frequently an indicator of success in the workplace, regardless of the job (Doyle, 2021). Employees must actively listen and ask questions during discussions in order to have good negotiation skills. Employees can give a positive impact by encouraging the other side to speak and listen. This greatly enhances and strengthens trust while simultaneously reducing tension. People are more likely to negotiate business deals with employees who they think are honest and good at solving problems (Wachtel, 2017).

Aside from that, employees should present multiple equivalents offers at the same time in order to negotiate with the other party. Consider making multiple offers at once rather than just one. If the other party rejects all of them, find out which one they preferred and why. Then, employees can work to improve the offer or try to come up with a solution that is acceptable to both parties. By making multiple offers at the same time, this strategy reduces the chance of getting stuck and can lead to more creative solutions (Shonk, 2021). The most important thing to remember when negotiating is to conduct research and plan ahead of time. Employees must conduct research on the opposing party and acknowledge their primary goals. It's a good idea to pinpoint their strengths and weaknesses if at all possible so that employees can counter-offer or work around the other party's expectations. Employees can write down their expectations for this negotiation and comprehend which aspects of the deal they can and cannot make concessions on. Then, employees will have a better idea of what could happen, what they can accept in the end, and what they need to do if the negotiation doesn't work out (Indeed Editorial Team, 2021).

2. People Management Skills

People management is a set of practices that help an organization find, develop and keep its best employees. It also helps the business and its employees in general (Ghosh, 2021). People management skills are hard to describe, but they are just as important, if not more important, than technical skills. People management skills have a big effect on how well and quickly a team does its work. People management is more than a management style, it's a system of engagement that uses teamwork to motivate a company's entire workforce (Iñiguez, 2021). Employees and managers must first practice constant feedback in order to develop people management skills in the organizations. Feedback is essential for keeping an organization running smoothly, from supervisors to their employees and vice versa. However, giving and receiving feedback freely does not come naturally to everyone, so it must be constantly encouraged. A good recommendation is to intentionally incorporate feedback into everyday work, such as internal meetings by adding five minutes of open feedback to each meeting. Furthermore, it's important to aim for "progressive condor," which is the delicate balance between honest, constructive feedback and feedback that is kind enough to be encouraging to make sure the feedback doesn't put employees down or make them feel better than they really are (Malec, 2022).

Aside from that, people management skills necessitate clear communication. This skill is always at the top of the list when it comes to people management. Anyone with this ability in the organization can clearly communicate regularly and mindfully with other employees, keeping them up-to-date on what's going on in the organization. As a result, it will assist employees in comprehending the situation that occurred in the organization and working accurately in light of the situation. (Schooley, 2022). Empathy is another important aspect of people management skills. Empathy is the ability to understand and share the feelings of others. Managers play an important role in this regard. Empathy allows managers to see and meet the needs of their employees. Managers with a lot of empathy know how their employees' work affects them personally and will do anything to help them succeed (Gerencer, 2022). Finally, team building within the organization. Employees must know how to build connections, foster communication and strengthen relationships between teammates. While some co-workers instantly click and get along, most groups require assistance in interacting and acknowledging each other's skills. As a result, team leaders must forge areas of agreement while also nurturing individual qualities and thoughtfully connecting teammates in order to encourage even greater engagement. When teammates become more connected, they become each other's support systems and cheerleaders. The more the team assists one another, the less coaching the manager must do (Team Bulding, 2022).

3. **Cognitive Flexibility Skills**

Cognitive flexibility is the brain's ability to deal with new, changing or unexpected situations. Cognitive flexibility also means being able to change between different ways of thinking. This is also known as switching between tasks (Miller L. , 2021). Employees with cognitive flexibility can help with creativity and problem solving. When employees encounter a complex problem, instead of solving it conventionally, they will solve it innovatively with limitless possibilities. Meanwhile, problem sensitivity occurs when employees are aware of any problem that has happened or is likely to happen. This is important at work because figuring out or predicting problems in advance saves money, time and effort (Ravichandran, 2021). Thus, employees must explore different experiences at work in order to excel at cognitive flexibility. When employees encounter something unexpected or acquire new knowledge, their brains form new connections between neurons. Fresh and amazing experiences have also been shown to cause the release of dopamine, which not only boosts motivation but also improves cognitive performance. This will encourage employees to think creatively and find innovative solutions to solve any problems occur within the organization (Stenger, 2017). In addition, team leaders can assist other employees in improving their cognitive flexibility. A team leader can encourage his or her team to think differently about routine tasks and to question fixed ways of thinking. If the team is stuck on a problem or dealing with something complicated, the team leader must break it down. As a result, it is easier for other employees to understand and solve their problems as quickly as possible (Davidson Group, 2022).

To summarize, there is no doubt that overall employee engagement has increased in recent years. Employees who learn new skills that cannot be replicated by technology or artificial intelligence are more likely to succeed in their jobs. Human skills are becoming more valuable to hiring managers as they provide numerous benefits to organizations. Future employees should be aware of this and begin to develop their own skills in order to become the top talent that all organizations seek.

Conclusion

In conclusion, the importance of employee involvement in the workplace cannot be emphasized enough. Improving employee engagement emphasizes the need for efficient communication among employees in ensuring a company's success. Employees should be acknowledged as the most crucial factor in an organization competitive position, more than any other aspect and this should be stressed throughout the organization. Companies and employees have a mutually beneficial relationship in which each is dependent on the other to meet their needs and achieve their goals. Employers must consider this factor when selecting the best way to maximize their employees' skills. It is vital for employee to realize their own talents and to make the best use of their abilities. If organizations truly want to recruit and keep engaged employees, they must use the most up-to-date selection methods in their employee selection and recruitment procedures to aid in the identification of people who are most likely to be engaged. It suggests that the ultimate responsibility for achieving and maintaining employee engagement rests with the organization.

Based on the report, one recommendation to get the most out of employee engagement is for employers to do employee engagement surveys. An employee engagement survey allows an organization to assess how dedicated, pleased and content its employees are. It can also be used to forecast whether or not an attrition issue will arise in the near future. In fact, the survey can specifically inquire about the employee's plans to remain with the organization. Given that the responses to these surveys are frequently anonymised, the results are likely to be illuminating. Furthermore, the employee engagement survey can be completely customized to the organization's needs. Questions should ideally be asked on a consistent basis every year (for comparative purposes), but questions can be added as needed to allow for feedback on a specific topic (Miller B. , 2018). With employee surveys, managers can evaluate employee engagement and potential organizational risks. When managers look at the results of an engagement survey, they can find out how employees feel about the way they are managed or about any other issue. Even if organizations can't use all of the feedback right away, they will still be able to handle short-term problems that will help employees in the long run (Steben, 2022).

Aside from that, another suggestion is to train the employees. Training is an ongoing process where organizations help their employees get the knowledge and skills to reach their full potential. Training employees involves instructing them on how to execute a particular task or procedure. Usually, it's geared toward short-term gains that help employees do their current jobs better (Brown, 2019). When employees get the training they need, they are better able to do their jobs. Employees learn more about the roles and responsibilities that come with their job and those that go beyond it. This gives employees a sense of confidence, which in turn improves their overall job performance (Joshi, 2020). Besides that, training can also make it less likely that an employee will make a mistake. Every field and job have its own set of requirements and challenges. When employees don't have the right knowledge or skills for a job, mistakes and errors are likely to happen. Training at work makes employees better at their jobs and less likely to make mistakes on the job. It also improves the workforce's efficiency and capabilities (Gupta, 2021). Lastly, training can boost employee satisfaction. Employees value employer-sponsored training because it allows them to hone their abilities without needing to invest their own money. This demonstrates to employees that the organization is ready to invest in their development. Employees benefit from the opportunity to gain more skills and understanding, which may lead to opportunities for advancement in the future. Employees are more likely to apply what they've learned, which can boost employees' performance quality. Employees who are satisfied and productive create an environment that encourages dedication and reduces turnover. A satisfied workforce also helps attract new candidates when an organization needs to fill a position. (Frost, 2017).

Organizations must give their employees the freedom to create an environment that promotes a focused professional life and motivates them to do their best work. Employees are a valuable asset to any organization because they contribute to the organization's success. Employees who do not have enough space and time to balance work and pleasure may become disengaged from their careers. Organizations and their employees rely on one another to achieve their goals and objectives. Thus, employee engagement must be instilled in the culture of the organization from the start. Employee engagement must be a never-ending cycle of learning, action and advancement. It's because of this that organizations have to think about meeting their employees' expectations as well as having an effect on their performance that has an outcome on the overall success of the organization.

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STUDENTS' ATTITUDES TOWARDS TEACHERS' CODE-SWITCHING IN CLASSROOM SETTING: A CASE STUDY IN ISLAMIC INSTITUTION IN KELANTAN

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***Abstract**: Most often, the performance of language learners is determined by their acquisition of targeted language. In ensuring the success of learners, teachers would use any possible way to let the knowledge across. Having learned the variety of students' preferences and backgrounds, language educators cannot limit themselves to entirely using the target language in a classroom setting. This is because linguistically challenged students feel that they were left behind because they cannot understand the language and cannot engage themselves in classroom discussions. This article utilised quantitative analysis in investigating the use of code-switching by language educators, particularly in a classroom setting. A questionnaire was distributed to 77 students from one private institution in Kelantan in measuring four components, namely students' attitudes to code-switching towards the teacher's persona, subject access, classroom management and interpersonal relations. The findings from the study concluded that students' attitude toward code-switching is relatively positive.*

***Keywords:** Code-Switching; Language Learning; Attitude*

Introduction

We use language to serve multiple purposes such as to explain, argue, persuade, and negotiate. In teaching a subject for example English, the medium of instruction should be English. For learners, they have to comprehend the language used in the classroom. Mastering the English language is the main objective of teaching and learning in a language classroom. Language practitioners such as teachers and lecturers must educate and coach their students to acquire the language and at least achieve near native-like qualities of a language user. This is undoubtedly a difficult task to hold, especially when the student is exposed to two languages that are unfamiliar to their culture and the word structures do not apply the same grammatical and phonological properties as their first language (Noli Maishara Nordin et al., 2013). This article wanted to investigate how students perceive code-switching in the classroom and whether they perceive this strategy as positive or vice versa.

Code-Switching and Language Learning and Teaching

Usually, there must be a teacher and students in a classroom to make the lesson possible. It is compulsory for any classroom to utilise interaction as a medium between the teacher and the students. Interaction is vital because it is the essential condition of classroom pedagogy (Allwright, 1981). If no interaction occurs in a classroom setting, we may claim that a student may not have experienced any learning process. Thus, there is no doubt about the importance of language, particularly in any language classroom. People use language(s) to express their ideas and feeling when they want to interact with one another. The use of code-switching is not only limited to expressing thoughts and feelings but also to showing intimidation between the language users (El Bolock et al., 2020).

In defining code-switching, there are two different terms that we need to discover, which are the word 'code' and 'switching'. As defined in Merriam Webster online dictionary, code is a 'word or phrase chosen in place of another word or phrase to communicate'. Code is a term that also can be referred to as a 'variety'. Code can also use to suggest any systematic items such as computer coding, but it is widely used when it refers to a language (Wells, 1974). One example of this is the development of the language of Tok Pisin in Papua New Guinea. The language has gone through pidginization and creolization (Todd, 2003). Code is formed from unsystematic to fully functional language. It is meant to serve a communication purpose between people of a different country, for example in the case of black people who speak a creolized French language.

The current study examines the use of different codes in a single utterance by utilising more than one language. Therefore, the word code as it used in this study is referring to a language. Code-switching is then considered as a strategy to converse as it can establish or even eliminate group boundaries (Abualzain, 2019). Switching and borrowing are two technical terms and it is not always easy to notice the differences between the terms. Borrowing occurs when one language borrows from another in the form of linguistics (typically lexicon items). These are referred to as borrowed words. "Code mixes" and "code-mixing" relate to changes that occur at lexical levels within a sentence (intra-sentential), whereas "code-switches" and "code-switching" refer to changes that occur over phrases or sentences (Istifci, 2019).

Code-switching is used to refer to a situation where a bilingual switch back and forth between two languages in the same sentences (Fromkin et al. 2011). The use of L1 reduces students' language anxiety and eventually uplifts the affective environment for the study. Code-switching is potentially the most creative aspect of bilingual speech. Lester & Lee (2010) discovered that language instructors code-switch between Malay and English for teaching purposes. It is also supported in a research conducted by Maishara et al. (2013), claiming that language instructors code-switches most of the time when they want to explain new words or terms and help students feel more confident and comfortable. Students who feel discouraged from participating in class would not be benefited and are not eager to participate in classroom activities (Olmo-castillo, 2014).

Nevertheless, some argue that code-switching should be kept to a minimum, particularly in the second language classroom. Some teachers view code-switching as a hindrance of target language and is seen as a sign of weakness or lack of proficiency in the desired language (Olmo-castillo, 2014). Students should be pushed harder to use and maintain the second language and know when the time is right to code-switch (Olmo-castillo, 2014). Language instructors should mainly be using only the target language in the classroom setting to assure the students to use and practice the language. In one instance, teachers in China rarely switch to Chinese to discipline and praise the students or comment on the students' responses (Yao, 2011).

Methodology

The students taken for the study were undergraduates taking degree programs in the college. The college is a private institution located in Kelantan, Malaysia. The college emphasised the mastery of Islamic knowledge and highlighted the importance of learning other languages besides Arabic. Before carrying out the actual research procedure, a brief interview has been conducted to loosen the gap between the researchers and participants. Questions asked during the short interview were to know their opinion about learning different languages, mainly English. It is observed in the language classroom that the usage of English language is still lacking even during language lesson. It is important to highlight that English profiency level of the students enrolled in this institution was intermediate level. As mentioned, the current study utilises a quantitative research design by distributing questionnaires to 77 students taken from one academic institution in the state of Kelantan, Malaysia. This institution is a private educational institution in Kelantan which have been established for more than ten years. The objective of this study is to investigate the students' attitude towards their teachers who code-switch in a language classroom. This study is also to elucidate whether students feel at ease of teachers who code-switch during language lesson and whether they think this strategy help them or vice versa in acquiring and understanding the lesson (Beatty-Martínez, Navarro-Torres & Dussias, 2020).

The participants were selected randomly from one Islamic studies degree program and they had taken at least one language classroom before participating in the study. The questionnaires used in the study is an adaptation of a study from Yao (2011). There are four components asked and participants have to scale their views. The data gathered from the questionnaires were analysed using SPSS and the cumulative results were then measured and analysed.

Findings and Discussion

It is acknowledged that most Malaysians are second language users of English and for some teachers they may even face a situation where they have to 'introduce' the language to their students. Some of them regarded English as a foreign language due to the students' lack of exposure to the language. As the current study aims to discover the perception of second language learners from an academic institution in Kelantan, Malaysia, it is focused only on students and how their attitudes towards the teachers who code-switch during a lesson. Code-switching is a sociolinguistic device used to generate understanding especially for those who speak more than one language (Azlan & Narasuman, 2013). The instrument used in this study is a questionnaire. The participants were asked to scale 20 items divided into four parts, namely: teacher's persona, subject access, classroom management and code-switching for interpersonal relations. Table 1 shows the percentages for each question as scaled by 77 respondents.

Questions	Strongly agree (%)	Agree (%)	Not sure (%)	Disagree (%)	Strongly disagree (%)
Q1	35	41	1	0	0
Q2	1	37	7	29	2
Q3	2	21	22	28	3
Q4	6	23	24	14	8
Q5	17	44	11	0	2
Q6	44	29	2	0	0
Q7	63	12	1	0	0
Q8	57	12	4	2	0
Q9	58	14	2	0	1
Q10	56	15	4	0	0
Q11	10	24	25	14	4
Q12	4	39	34	0	0
Q13	4	49	20	4	0
Q14	9	31	22	15	0
Q15	7	39	20	7	4
Q16	10	41	17	8	1
Q17	5	58	8	6	0
Q18	20	14	21	21	1
Q19	5	69	2	1	0
Q20	14	39	18	4	2

Based on the data above, about 23% of students agree with the statement that the teachers who switch codes from English to Malay are deficient in English. However, 24% of students responded “Not Sure” to the statement. This is probably because they are in between whether to perceive code-switching in a classroom could be regarded as a sign of deficiency or vice versa. Nevertheless, most students were positive whenever the teacher switch code during lesson because it can provide better understanding and responses. Some may feel embarrassed to talk using English because of fear of making mistakes and being laughed at. Language teachers give support to their students in the form of doing translation and providing explanations while teaching language subjects. Therefore, teachers should be well informed on the strategies for effectively managing code-switching in ESL classrooms to avoid negative implications on the language learning process (Basirat & Shafiee, 2021).

Having to teach a language that is not comparable to their students’ current linguistic repertoire and having to meet the expectations and demands for proper language use in the classroom, some teachers may find difficulty, particularly in delivering lessons in English. The use of code-switching among language practitioners is a common phenomenon due to some factors, namely participant roles, lacking of terms in one language and social relationships (El Bolock, Hamed, Abdelrahman, Vu, Herbert & Abdennadher, 2020). The practice of code-switching in ESL classrooms is unavoidable because it is impossible to eliminate the usage of 1st language use during language lessons. Collins (2001) reported that language learners were facing frustration due to unsuccessful attempts in completing their language tasks whenever they had to use the target language.

Based on results gained from the questionnaires, there is a mixed response from the participants. This is probably due to the different teaching methods they have experienced in the institution. KIAS is a private college in which the students came from different backgrounds and most of them are low proficient in English. Some of them think that due to the courses they took, the Islamic programme, they feel there is no need for them to be proficient in English. Therefore, they are relied on translation and explanation using 1st language for instead (Basirat & Shafiee, 2016). The lecturers' use of code-switching could help them understand the course better. The students viewed code-switching as a tool to generate better understanding and to facilitate the learning process. The students also agreed on the usage of code-switching as one of the teaching methods as far as language learning is concerned.

In this study, code-switching is seen to mainly function as a strategy in providing curriculum access, which includes giving explanation for language properties such as its vocabulary, sentence structures and grammar. The students agreed that teachers who code-switch in the classroom could maintain interpersonal relations from the study. For example, code-switch can encourage students to participate in classroom activities, and increase students' motivation and confidence in learning the target language. This is crucial for successful language acquisition by students in Islamic Studies programme. A study by Basirat and Shafiee (2016) found that students of Islamic institutions valued code-switching to provide a better explanation and understanding of the language.

Moreover, the use of code-switching for the purpose of classroom management can maintain classroom discipline. Students believe that when their teacher code-switch, it can enhance their language learning experiences. Whenever the teacher code-switch in a classroom, it can engage the students with information both in 1st and 2nd language. This can be seen in the data showed 57% of students strongly agreed to the statement *'Teacher Who Switch Codes From Malay to English Can Better Explain Cultural Topics in the Text'.* Students also acknowledged other advantages of teachers who code-switch, which include facilitating students' comprehension during lessons and providing affective support such as encouraging participation and improving students' motivation in learning the target language. Regardless, some students responded there should be minimal use of code-switching to encourage students' learning rate.

Based on the questionnaires, students perceived code-switching in ESL classrooms as a positive learning strategy, especially those with limited access to the target language. In assisting lower proficiency students in overcoming communicative barriers while at the college and in situations where they have difficulties expressing themselves in the target language, code-switching should be normalized. A study by Abualzain, 2019 found that teachers agreed that they could engage and interact intensively with their students, particularly during collaborative group discussions and in a formal setting whenever they code-switch. Strategy such as peer scaffolding also can help learners whereby the students asked for assistance for task completion through the use of their 1st language. Students also can use code-switching as a self-revision strategy to monitor their own learning.

Conclusion

The findings of this study have a number of consequences for teachers in Malaysian ESL courses. In ESL classrooms, code-switching is frequently regarded as polluting the language and threatening second language development. Every teacher in the country is imbued with the English-only mindset, and education rules prohibit the use of pupils' first languages in 2nd language classrooms. However, recent research has cast doubt on suggestions that code-switching is associated with a loss of fluency in target language and shows a linguistic disorder. (e.g. Cummins, 2007; Ferguson, 2003; Poplack, 1980; Then & Ting, 2011).

The Malaysian students in this study had a positive attitude toward code-switching in the ESL classroom and have had great experiences with it. They are generally aware of code-switching's educational roles and how it might be used to meet the demands of the language classroom (Ismail et al., 2021). Educators should not overlook difficulties related to the negative elements of code flipping in target language classes, notwithstanding the positive sentiments of students regarding its use in the classroom. These contrasting views and opinions regarding code flipping may have an impact on how it is implemented in the classroom. As a result, the findings of this study may serve as a catalyst for teachers to review and assess their own and students' code-switching behaviours so that they (the teachers) can improve.

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TEACHING ENGLISH FOR SPECIFIC PURPOSES (ESP): A FOCUS ON THE APPLICATION OF SPACED LEARNING

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***Abstract**: Specialised Language is a term used for subjects related to particular fields, which cater to learners' communicative needs. Most often, General English (GE) is used in a normal classroom setting. Utilising GE for specified fields seems to be ineffective because different fields require different English terms and learning materials. Furthermore, learning a language must be accompanied by a purpose and employ an appropriate technique. Hence, this paper highlights the use of English terms in the field of Islamic Studies and how memory strategy as a learning tool helps in making sure the retention of knowledge occurs in the brain. This paper, too, explains the basic needs in teaching ESP to language learners, particularly learners of Islamic Higher Education. Besides that, it explores memory strategies for vocabulary learning (Spaced Learning Technique) that acts as a bridge between the two. Data were gained from library research and analysed using Nvivo, software for qualitative data analysis. The findings revealed that ESP courses have to be governed in a way that suits learners' special needs. In addition, the findings suggested that having time intervals in spaced learning can assist memory retention compared to massed learning, especially when dealing with specialised vocabularies.*

***Keywords:** ESP, Specialised Vocabulary, Islamic Studies, Language Learning, Spaced Learning*

Introduction

Vocabulary learning is dominant in language acquisition to serve various purposes, for example, to understand and be able to communicate effectively. It involves learning specialised vocabularies which are taught to learners of a specific field like Science, Economics, and Law. English for Specific Purposes or ESP is grounded in process of learning that concerns certain groups of learners, particularly those who are interested in acquiring professional skills. Related terms are used in particular fields to serve a specific context, for instance, in the field of Islamic Studies (IS). Implanting Islamic values is a must to ensure the effectiveness of teaching ESP for Islamic Higher Education (Muhsinin et al., 2017). Therefore, it is imperative to use specialised language in preparing the learners for broader opportunities once they graduate.

Teaching ESP for IS is different from teaching GE. Due to its oriented focus, the former carries some characteristics that differ from teaching English as a Second Language (ESL). Language learners may not have any particular need for English at the beginning of their studies. However, some of them may encounter such needs later in the future, for example, reading literature for their subject course, meeting foreign colleagues, or working in a foreign sector (Carver, 1983). Before going further into the details on ESP and IS, it is noteworthy to reflect on the history of ESP and how it emerged in serving learners' needs.

ESP In Language Classroom

While a GE course offers learners the opportunity to become fluent in the language, English for Specific Purposes (ESP) provides content that is altered according to the needs of the learners and the requirements of their profession. Furthermore, the learners are expected to have basic English language proficiency before starting the course as ESP focuses on the task of specialised vocabulary and communication. Extra care should be taken to maximise the quality of the product and at the same time cater to different learners' needs. Need analysis involves considering the learners, their proficiency, their necessity of learning the target language, and what kind of communicative activities they will be engaged in in the future.

Teaching ESP, specifically for Islamic Higher Education, must strictly consider Islamic values. Suitable values have to be inserted for its learners to associate the language with the norms and culture of Islam (Muhsinin et al., 2017) and "should be in line with the vision and mission of each study programme or department" (Hendriani, 2016, p.707). For learners who are majoring in the field of *'Shariah'*, for instance, they will come across any terms related to Islamic ruling. Learners need to familiarise themselves with specialised vocabularies in Islamic law like the types of commandments in legislative sources, namely compulsory *(fard)*, prohibited *(haram)*, recommended (*sunnah)*, disliked *(makruh)*, and permissible *(mubah)*. While reading, speaking, or listening to written texts related to legal actions, learners may use this knowledge in comprehending what they have read and listened to. In future, once they have graduated and looked for jobs probably as Islamic legal consultants, such knowledge would become handy.

Nevertheless, before going further into to the roles of teachers in ESP teaching and learning, an insight into the foundation of Islamic institutions in the state of Kelantan should be mentioned. Kelantan is one of the 13 states in Malaysia. Almost 70% of its population are Muslims with the remainder consisting of Buddhists and Christians. There are also indigenous people who reside on the outskirts and are generally practicing Christians. Kelantan is currently ruled by the Sultan of Kelantan and ministries under the king. As the head of Islam, the monarch encourages his people to instill Islamic values in every aspect of life, particularly in academic institutions. Many academic institutions are run by the government and private sectors in which all of them share similar objectives, which are to spread the teaching of Islam and produce preachers in the field of Islamic teaching. Therefore, it is the responsibility of the teachers to secure a balance between the two. Securing balance, particularly in making sure learners have full potential in any sector, the use of English in schools, colleges, and other academic institutions in Kelantan is highly recognised. To become a successful preacher, one must be able to reach out to different levels of society and converse in a language that is at least known to the majority of people in the world, i.e., English.

Hence, teaching English for Specific Purposes should comply with the needs of the intended courses. For instance, teachers who teach English to learners majoring in Islamic Studies should associate the subject content with the “sufficient awareness of language, rhetoric, and study skills” (Dudley-evans, 1998, p.6). Unsuitable learning materials or language used will result in learners’ low performance in the target fields (Salehi et al., 2015) and can limit their lexical properties (Hendriani, 2016). Specialised vocabulary is exclusively related to particular subjects (for example, Biology, Chemistry, Engineering, and Business) which “cannot be introduced and presented as a list of words that needs to be learned by heart. They have to be slowly ingested and digested to be used without any difficulty, in normal conversational contexts” (Fălăuş, 2017). Concerning the course objective of teaching ESP courses, teachers should also come out with ways how to enhance the retention of specialised vocabulary being learned. Retention of vocabulary will ensure the continuity of its usage even after the learning session. A further discussion on memory strategies and learning techniques examined by other researchers, particularly in the field of retrieving information is discussed next.

Memory Strategies

Numerous research has been conducted in the field of vocabulary teaching and learning. To determine learners’ attainment of a language, factors of language learning styles and strategies should be considered (Oxford, 2003). The process of vocabulary learning still requires continuous research in the field, “but one thing we can be sure of is that words are not instantaneously acquired, at least not for adult second language learners" (p.4). An example of a learning method that can be used is memory strategies. Memory strategies refer to strategies that learners use in the process of memorising and retaining information (Miller et al., 2018). The use of memory strategies, especially in vocabulary teaching and learning, shows remarkable impacts on vocabulary retention which can make learning easier, faster, and enjoyable (Oxford, 2003). An example of memory strategies is using mnemonic tools. Flashcards, pictures, or word lists are instances of mnemonic tools that are used to assist learner memorisation and enhance learner engagement. This can also be applied to learners who take ESP subjects, which includes associating the targeted word with something the learners have familiarised with. As an illustration, Arabic spelling creates a mental presentation to boost learners’ memorisation. Assimilating the terms with Arabic translations will also help learners to memorise better. In mnemonic strategy, this mental representation is termed as mental imagery. Mental imagery is an effective component of mnemonics as it has the potential to enhance both organisation and elaboration of information that needs to be remembered. The use of interactive visual imagery in mnemonics will facilitate the encoding and storage of information and to be more discriminable for retrieval purposes (Worthen & Hunt, 2016). Mnemonic tools work as an instrument to ease learning. However, one also needs a technique to be used to bridge between learning resources and learning strategies. A learning technique that is widely used today, especially to enhance the retention of memory which is called ‘Spaced Learning’ (SL) is discussed next.

Spaced Learning

In discussing Spaced Learning (SL), we could not abandon the contribution of Hermann Ebbinghaus as he was the first person to conduct an experimental investigation on human memory (Ebbinghaus, 1885). He theorised that human memory is prone to forgetting the learned knowledge over time. Multiple experiments were conducted to serve as proof and later, he came out with the hypothesis of the Forgetting Curve. He claimed that without any attempt to restore the information shortly after receiving it, learners will experience memory loss. Since then, studies in memory and how to recall knowledge have been carried out which resulted in a systematic body of knowledge on the strategies of learning, particularly in dealing with restoring information in the brain. Analyses found in the literature suggested that the restoration of information in the brain can be retained by having multiple learning gaps (Amiri, 2019; Seibert Hanson & Brown, 2020; Tabibian et al., 2019). When two or more learning sessions are separated (i.e., spaced apart or distributed) across time, they often result in better learning than cramming into only one single session (Atikah & Rezki, 2018; Atkinson & Shiffrin, 1968; Carpenter et al., 2012; González Ramírez, 2015; Mubarak & Smith, 2008; Sekeres et al., 2016; Toppino & Gerbier, 2014; Vlach et al., 2019).

As a learner, one needs to do rigorous analyses and studies and this information needs to be stored for a longer time. More often, learners tend to procrastinate and study at the eleventh hour before examinations and cram everything into one period. This condition is known as massed learning. Massing or cramming information at the last hour is often favoured by learners because they think massed learning would help them remember better. Massed learning could benefit a small number of learners, but studies have shown that massed learning would also lead to confusion and forgetting rate is greater than spaced learning (Namaziandost et al., 2020).

Conclusion

Subjects in Islamic Studies can be problematic to learners, especially when English is not their first language. Teaching ESP for Islamic Studies should be based on Islamic values so that the learners would not only receive the language input but also maintain their perspective on the religion of Islam. Without comprehensive guidance from the teacher, accompanied by suitable learning materials in the field of Islamic Studies, teaching objectives would not be achieved. Learning a language for specific purposes can be a monotonous task if the learners are not well-guided. It is not an easy task to guess Arabic translations as used in English due to the unfamiliarity of the translations. Learners who are familiar with Arabic words in particular and Islamic Studies, in general, would face difficulties to extract meaning. To cater to this problem, teachers may come out with a word list before starting the lesson so that it can give an overview to the learners on what they will be learning and hence, will familiarise themselves with the written forms. Being able to understand the vocabulary is important for their academic path and therefore, would prepare them a platform for becoming professional practitioners in the field of Islamic Studies.

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INVESTIGATING THE CHALLENGES OF ENGINEERING STUDENTS IN WRITING ARGUMENTATIVE ESSAY

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***Abstract**: Writing is one of the skills that tertiary students need to master as they go into the tertiary level of education. The challenges that the students are facing can be seen in their written assignments as well as written tests. A research study was carried out to identify the challenges that the students are facing in writing focusing on argumentative essays. About 187 students were invited to participate in this study. 176 responded to the questionnaire. Other than that, an interview was conducted further to explore reasons behind their struggles in writing argumentative essays.The results of the research showed that the students are lacking linguistic competence in which they are having problems with their vocabulary, grammar and coherence and struggle in presenting their ideas critically. Poor background knowledge is also seen as another contributing factor. It is hoped that more emphasis in teaching will be focusing on enriching the linguistic competence and enhancing the critical thinking skills.*

***Keywords**: English language, writing, argumentative essay, tertiary education, university*

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MASALAH PELAJAR KEJURUTERAAN TERHADAP PEMBELAJARAN DALAM TALIAN

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Abstrak: *Akibat pandemik Covid-19, kebanyakan institusi, kakitangan dan pelajar di universiti di seluruh negara tidak dapat belajar secara normal di kampus. Paling terkesan ialah pelajar kejuruteraan yang mana tidak dapat menjalankan aktiviti pembelajaran di makmal yang dipenuhi peralatan dan kelengkapan mesin kerana kelas perlu dijalankan dalam talian. Oleh yang demikian kajian ini dijalankan untuk menilai tahap masalah yang dihadapi oleh pelajar kejuruteraan terhadap pembelajaran dalam talian. Sampel kajian adalah dalam kalangan pelajar Politeknik Kota Kinabalu. Seramai 51 pelajar diploma Jabatan Kejuruteraan Mekanikal terlibat dalam kajian ini. Data diperoleh dengan menggunakan soal selidik dan data akan dianalisis secara deskriptif. Hasil kajian mendapati bahawa majoriti responden dari program kejuruteraan bersetuju bahawa mereka menghadapi banyak masalah dan cabaran sepanjang pembelajaran dalam talian. Kajian ini penting bagi Politeknik untuk memikirkan strategi berkesan bagi mengurangkan risiko keciciran pembelajaran bagi program kejuruteraan sekiranya pembelajaran dalam talian diteruskan pada masa hadapan.*

Kata kunci: *Cabaran, pembelajaran dalam talian, pelajar kejuruteraan*

Pengenalan

Program kejuruteraan secara tradisinya berpusatkan kandungan, *hands-on*, berorientasikan reka bentuk, dan memberi tumpuan kepada pembangunan pemikiran kritis atau kemahiran menyelesaikan masalah (Bourne et al., 2005). Pelbagai metodologi pedagogi yang digunakan telah menunjukkan keberkesanan dalam peningkatan pendidikan kejuruteraan termasuk pembelajaran aktif (Lima e tal., 2017) dan pembelajaran berasaskan projek (Asgari et al., 2020). Ini termasuklah makmal digunakan sepenuhnya oleh pelajar kejuruteraan untuk amali dan praktikal. Sebagai contoh, menurut Feisel dan Rosa (2005), dalam pendidikan kejuruteraan makmal mempunyai peranan yang sangat penting, di mana makmal yang baik boleh memberikan pendedahan sebenar kepada dunia luar (Tran et al., 2022).

Namun begitu, rutin pelajar ke makmal tidak berjalan seperti biasa apabila berlakunya kawalan pergerakan disebabkan Pandemik Covid-19. Oleh yang demikian, objektif kajian ini adalah untuk mengenal pasti sejauh mana tahap masalah yang dihadapi oleh pelajar program diploma kejuruteraan yang menjalani pembelajaran secara maya. Pemilihan pelajar kejuruteraan sebagai sampel kajian ini didorong oleh kerumitan program kejuruteraan itu sendiri. Kursus kejuruteraan bukan sahaja memerlukan penggunaan komputer riba dan perisian yang rumit seperti perisian reka bentuk dan lain-lain perisian kejuruteraan yang memerlukan bantuan komputer; namun pelajar kejuruteraan memerlukan latihan amali makmal, simulasi dan pemodelan, yang dianggap mungkin sukar untuk dilaksanakan secara dalam talian dan telefon pintar. Masalah ini perlu diselesaikan untuk mengurangkan gangguan dalam kalendar akademik. Kajian ini akan menjawab persoalan kajian iaitu apakah cabaran pembelajaran dalam talian yang dihadapi oleh pelajar kejuruteraan di Politeknik Kota Kinabalu semasa pandemik Covid-19? Kajian ini penting untuk mengesyorkan cara yang efektif untuk menyelesaikan masalah yang mereka hadapi sekiranya penggunaan platform pembelajaran secara dalam talian terus dilaksanakan pada masa hadapan

Sorotan Kajian

Menurut Mushtaha et al. (2022), kolej kejuruteraan dan perubatan dan seni halus mempunyai kecenderungan persepsi negatif terhadap kesan pembelajaran dalam talian terhadap interaktiviti dan motivasi. Pengalaman itu digambarkan sebagai satu kesan negatif kepada kesihatan sosial dan mental, di mana respon daripada kolej yang berbeza menunjukkan jumlah persepsi negatif sebanyak 55.6%, dan sesetengah pelajar mendakwa mengalami tekanan yang tinggi semasa tempoh pembelajaran dalam talian. Sebelum itu, kajian oleh Lea and Nicoll (2002), mendapati bahawa kolej kejuruteraan, seni halus dan perubatan menolak idea pembelajaran campuran (secara bersemuka dan maya) dan memilih untuk mengekalkan semua kelas mereka secara tradisional kerana sukar untuk diganti di rumah (Mushtaha et al., 2022). Kajian oleh Wenceslao dan Felisa (2021) cabaran bagi pelajar kejuruteraan semasa pembelajaran dalam talian adalah masalah Pengurusan Masa, Kekurangan Interaksi Bersemuka, Kelajuan Internet Perlahan, Kesukaran Teknologi; Isu Penilaian; dan Tugasan, Kebimbangan terhadap Bahan dan Kaedah Pembelajaran.

Metodologi

Teknik pensampelan yang digunakan dalam kajian ini adalah pensampelan rawak mudah dalam kalangan pelajar diploma Kejuruteraan Mekanikal Sahaja. Kajian ini merupakan kajian kuantitatif yang dijalankan melalui tinjauan menggunakan borang soal selidik. Instrumen tinjauan terdiri daripada 20 item telah dibangunkan seperti yang ditunjukkan dalam Jadual 2. Sejumlah 51 pelajar program kejuruteraan di Politeknik Kota Kinabalu memberi respons yang sebahagian besarnya datangnya daripada keluarga berpendapatan rendah (B40). Data kajian yang diperoleh akan dianalisis secara deskriptif untuk mendapatkan skor min bagi mengenal pasti sejauh mana projek pelajar memberi kesan kepada perkembangan pemikiran kreatif dalam kalangan pelajar. Penentuan tahap dalam kajian ini merujuk kepada kajian Ngadiman et al. (2019) seperti berikut: 1.00– 1.99 = Lemah; 2.00– 2.99 =Rendah; 3.00– 3.99= Sederhana; dan 4.00– 5.00 = Tinggi.

Hasil Kajian

a) Demografi Responden

Latar belakang responden adalah seperti yang ditunjukkan dalam Jadual 1.

Jadual 1: Latar Belakang Responden

Item		n	%
Jantina	Lelaki	38	74.5
	Perempuan	13	25.5
Kediaman pelajar	Kolej kediaman	30	58.8
	Rumah keluarga	20	39.2
	Rumah sewa	1	2.0
Semester pengajian	1 (sem 1 dan 2)	23	45.1
	2 (sem 3 dan 4)	26	51.0
	3 (sem 5 dan 6)	2	3.9
Pendapatan ibu bapa	RM1000 - RM4849	48	94.1
	RM4850 - RM10959	2	3.9
	RM10960 dan ke atas	1	2.0
HPNM pelajar	2.00 - 2.99	3	5.9
	3.00 - 3.33	5	9.8
	3.43 - 3.67	16	31.4
	3.68 - 4.00	27	52.9
Pernah mengambil subjek kejuruteraan secara bersemuka/ kelas di kampus?	Tidak	9	17.6
	Ya	42	82.4

b) Analisis Item Kajian

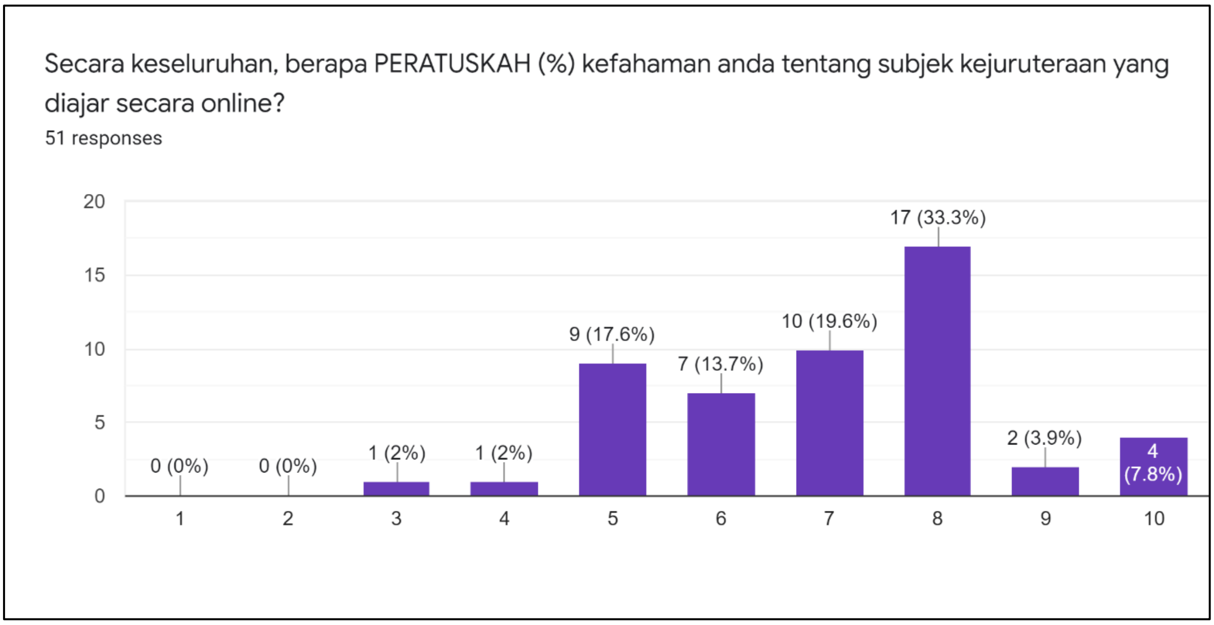
Jadual 2: Tahap Masalah Yang Dihadapi Oleh Pelajar Kejuruteraan Terhadap Pembelajaran Dalam Talian

Kod item	Item kajian	Sisihan piawai	Skor min	Tahap
M1	Subjek kejuruteraan adalah kuliah yang sangat sukar di laksanakan secara dalam talian	1.153	3.431	Sederhana
M2	Sukar difahami dalam talian kerana melibatkan praktikal (*hands-on*)	1.114	3.804	Sederhana
M3	Sukar difahami dalam talian kerana merangkumi banyak pengiraan matematik.	1.218	3.392	Sederhana
M4	Subjek yang tidak menarik, tidak menghiburkan dan membosankan, sekiranya dilaksanakan dalam talian.	1.230	3.078	Sederhana
M5	Ketika pengajaran dalam talian, pensyarah tidak memberikan perincian yang mencukupi	1.250	2.725	Rendah
M6	Sukar memahami rumus, kod, prosedur, etika kejuruteraan dan lain-lain yang diajar dalam talian sukar difahami.	1.296	3.373	Sederhana
M7	Dalam kelas secara talian, pensyarah mengajar terlalu pantas tanpa mengambil kira kefahaman pelajar.	1.218	2.725	Rendah
M8	Cara penyampaian dan pengajaran pensyarah tidak menarik berbanding secara bersemuka.	1.285	2.902	Rendah
M9	Subjek yang sukar difahami dalam talian kerana memerlukan tunjuk ajar kemahiran teknikal.	1.115	3.725	Sederhana
M10	Ada banyak prosedur/ rumus/ jalan kira untuk difahami dan dihafal dalam kursus kejuruteraan.	1.077	3.804	Sederhana
M11	Kursus kejuruteraan akan lebih difahami jika kursus diajarkan di dalam kelas berbanding dalam talian.	1.167	3.863	Sederhana
M12	Ketika sesi pembelajaran dalam talian, pensyarah selalu memberi arahan untuk merujuk buku rujukan.	1.221	3.098	Sederhana
M13	Contoh amali yang disampaikan dalam talian sukar difahami.	1.180	3.353	Sederhana
M14	Subjek kejuruteraan diajar dalam kelas dan kejuruteraan diajar dalam talian adalah berbeza.	1.171	3.431	Sederhana
M15	Perlu bantuan bersemuka untuk menggunakan perisian kejuruteraan.	1.096	3.863	Sederhana
M16	Tidak mempunyai data yang mencukupi untuk proses pembelajaran dalam talian	1.275	3.333	Sederhana

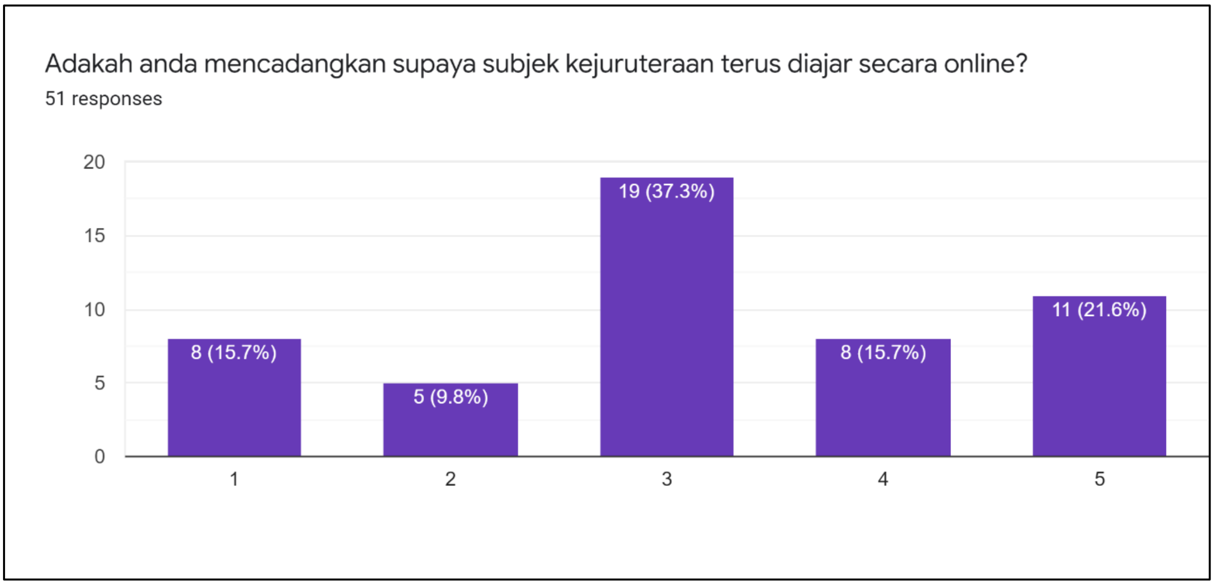
Kod item	Item kajian	Sisihan piawai	Skor min	Tahap
M17	Tidak mempunyai komputer/ komputer riba yang baik untuk proses pembelajaran dalam talian	1.366	2.882	Rendah
M18	Tidak mempunyai tempat yang kondusif untuk membuat latihan amali di rumah	1.262	3.353	Sederhana
	Purata	***1.205***	***3.341***	***Sederhana***

Jadual 2 menunjukkan tahap masalah yang dihadapi oleh pelajar program Jabatan Kejuruteraan Mekanikal. Sebanyak 18 item telah diajukan kepada pelajar. Item yang memperoleh skor tertinggi ialah item M15 iaitu pelajar perlukan bantuan bersemuka untuk menggunakan perisian kejuruteraan (skor min = 3.863; sederhana), diikuti oleh item M11 iaitu Kursus kejuruteraan akan lebih difahami jika kursus diajarkan di dalam kelas berbanding dalam talian (skor min = 3.863; Sederhana), dan yang terakhir adalah item M2 iaitu pelajar pembelajaran sukar difahami dalam talian kerana melibatkan praktikal (skor min = 3.804; Sederhana). Sementara itu Rajah 1 menunjukkan bahawa terdapat sebilangan pelajar yang berkeinginan untuk bertukar program. Ini kemungkinan kerana mereka melihat kesukaran untuk memahami pembelajaran kejuruteraan dalam talian. Rajah 2 pula menunjukkan tahap kefahaman anda tentang subjek kejuruteraan yang diajar dalam talian, mendapati bahawa masih ramai yang sukar memahami dengan baik sekiranya diajar dalam talian. Manakala Rajah 3 menunjukkan bahawa masih ramai pelajar tidak bersetuju sekiranya program kejuruteraan diajar dalam talian pada masa hadapan.

Rajah 1: Pandangan responden untuk bertukar ke program selain kejuruteraan



Rajah 2: Tahap kefahaman anda tentang subjek kejuruteraan yang diajar dalam talian



Nota: 1: Sangat tidak setuju – 5: Sangat setuju

Rajah 3: Persetujuan pelajar supaya subjek kejuruteraan terus diajar secara dalam talian

Kesimpulan

Sepanjang dekad yang lalu, pendidikan dalam talian telah menjadi komponen pendidikan tinggi yang berdaya maju dalam subbidang kejuruteraan seperti kejuruteraan elektrik dan komputer, sains komputer dan teknologi maklumat terutamanya di peringkat sarjana atau pasca siswazah (Asgari et al., 2021). Namun begitu, di peringkat diploma, kajian ini mendedahkan bahawa cabaran pembelajaran dalam talian adalah dua kali ganda, terutamanya kepada pelajar kejuruteraan yang memerlukan bimbingan terus daripada pensyarah. Keadaan mungkin boleh lebih teruk sehingga kehilangan fokus pembelajaran apabila bekalan kuasa elektrik yang tidak teratur dan tidak berkualiti; komputer dan data internet yang tidak berkualiti dan mahal bagi pelajar miskin dan yang tinggal di kawasan pedalaman, yang boleh menyebabkan bukan sahaja perisian tidak dapat dipasang, malah tidak dapat mengikuti pembelajaran kelas dengan baik. Melihatkan keadaan ini, bukan semua pelajar mampu mengikuti pembelajaran dalam talian dengan baik. Justeru itu, institusi Politeknik perlu lebih memberi perhatian kepada kumpulan pelajar kejuruteraan. Kajian ini juga mencadangkan supaya kumpulan pelajar B40 bukan sahaja dari program kejuruteraan, malah perlu kepada semua program perlu lebih lagi diberi perhatian. Ini termasuklah bantuan kewangan, pembelian laptop dan data yang baik. Penyelesaian kepada masalah pembelajaran dalam talian ini akan memberi impak yang luas kepada pembelajaran kejuruteraan di Politeknik.

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PENGHAYATAN ETIKA PERNIAGAAN DI KALANGAN USAHAWAN: SATU SOROTAN

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Abstrak: *Matlamat utama sesebuah perniagaan yang dijalankan untuk mengaut keuntungan, namun, usahawan juga perlu mengamalkan tingkahlaku beretika perniagaan tertentu seperti adil, jujur, bertanggungjawab dan berintegriti. Etika perniagaan adalah sebahagian prinsip moral dalam perniagaan Dalam keadaan ekonomi yang mencabar terutamanya selepas era pandemic Covid-19 ini seperti peningkatan persaingan sengit, isu-isu berkaitan kelangsungan hidup (survival) syarikat, peningkatan mendadak kos bahan mentah akibat pencerobohan Rusia terhadap Ukraine, peningkatan risiko kegagalan perniagaan, sumber daya terhad, dan lain-lain telah menyebabkan ushawan lebih tertekan dan cenderung untuk menjalankan perniagaan yang tidak beretika dan hanya memementingkan keuntungan samata-mata. Ini dapat di lihat dengan peningkatan jumlah kes yang direkodkan oleh Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) setiap tahun. Penelitian terhadap kajian literatur menunjukkan kepentingan penghayatan etika perniagaan dalam menjaga nama baik perniagaan, keuntungan dan kejayaan sesebuah perniagaan, daya saing perniagaan, kesetiaan pekerja dan pelanggan. kepercayaan jenama. dan martabat perniagaan.*

Kata Kunci: *Penghayatan Etika, Etika perniagaan, Usahawan*

Pengenalan

Etika perniagaan sejak kebelakangan ini menjadi satu isu universal yang dianggap semakin mencabar oleh semua pihak. Gelombang transformasi perniagaan semasa, desakan pasaran global dan ketidaktentuan perubahan ekonomi dunia terutamanya akibat pandemik Covid-19 dan pencerobohan Rusia terhadap Ukraine telah menimbulkan dan memberikan implikasi baharu kepada kegiatan ekonomi dan kepada golongan usahawan. Di Malaysia, sektor perniagaan PKS adalah salah satu sektor yang paling terkesan secara langsung disebabkan oleh perintah kawalan pergerakan (PKP) (Nur Amirah, Adibah Norashikin, Nur Izzati, Nur Ainiza, Mohamad Izzuan, 2021 dan Azman, 2020). Akibat daripada pengumuman tersebut, terdapat banyak laporan di media mengenai kesan PKP terhadap perniagaan berskala kecil yang mula hilang punca pendapatan harian akibat gangguan rantaian bekalan ekoran daripada penutupan sektor sokongan, selain kekurangan pekerja dan kekurangan wang simpanan tunai (Mohammad Noorizzuddin & Nur Aimie Syarmimi 2020). Menurut Aslam, Awan, Syed, Kashif dan Parveen (2020) akibat kesan daripada pandemik COVID-19, lanskap perniagaan telah berubah dalam pelbagai aspek terutamanya daripada segi strategi perniagaan. Mereka melihat bahawa usahawan telah berubah secara drastik kepada kepada penggunaan aplikasi digital. Bagaimanapun, kedapatan ramai usahawan yang didapati melanggar etika perniagaan normal apabila bertukar kepada pemasaran atau perniagaan digital. Bagaimanapun, kebanyakan usahawan kecil dan sederhana di Malaysia didapati kurang bersedia khususnya daraipada segi kemahiran penggunaan untuk memanfaatkan strategi perniagaan digital yang akhirnya mengakibatkan mereka gagal dalam perniagaan (Alias, 2020) Selain itu, pencerobohan Rusia terhadap Ukraine telah menambah keparahan ekonomi dunia terutamanya daripada segi peningkatan harga bahanapi berasaskan petroleum dan arang batu serta berlaku peningkatan harga bahan makanan berasaskan gandum (Berita Harian, 10 Mac 2022). Namun begitu, dalam menjalankan peniagaan, penerapan etika perniagaan dalam menjalankan perniagaan adalah suatu keharusan dan merangkumi semua aspek perniagaan.

Kesedaran terhadap kepentingan etika adalah perlu dalam perniagaan sekiranya syarikat mahu berkembang ke peringkat global,terutamanya menerusi pemasaran digital atau e-dagang (Nurul Liyana & Azlina, 2020). Bagaimanapun, kedua-dua bentuk aktiviti perniagaan berkenaan amat memerlukan usahawan mematuhuhi etika perniagaan yang berbeza dengan perniagaan biasa atau domestik. Walaupun sedikit perbezaan, usahawan perlu sensitif beberapa perkara berkaitan etika perdagangan antarabangsa dan perdagangan elektronik. Misalnya, ketersediaan kemudahan komunikasi Internet kadang kala membuatkan usahawan lupa bahawa mereka sedang berkomunikasi dengan manusia yang memiliki peruntukan masa yang berbeza bagi aktiviti membeli belah (atas talian), bersama keluarga, mengisi waktu lapang, sedang bekerja dan sebagainya. Pelanggaran hak masa pengguna atau orang lain merupakan satu perbuatan tidak beretika (ahmad zamil, azman…, 2021). Manakala pelanggaran etika dalam perdagangan antarabangsa pula dapat dilihat menerusi kegagalan usahawan memahami perbezaan budaya atau faktor silang budaya baik daripada segi penggunaan istilah atau ayat bahasa,penggunaan warna, perumpamaan dan sebagainya yang mungkin membawa pengertian yang tidak baik kepada pengguna di negara lain (Suraiya Ahmad Raflis, Mohd Yusof, Abd. Hair, Lyndon, & Abdullah Sanusi, 2017).

Takrifan etika dan integriti dalam perniagaan yang luas memberikan pelbagai persepsi yang berbeza. Walau bagaimanapun, dalam konteks kemasyarakatan, ianya perlu ditakrifkan sebagai pemikiran secara moral dan bagaimana sesuatu organisasi itu ditadbir dan diurus. Menurut Abdul Aziz (2010), usahawan merupakan sebahagian daripada anggota masyarakat yang diterima sebagai golongan penting dalam pembangunan sesuatu masyarakat. Hal ini kerana usahawan membantu menyediakan pekerjaan kepada masyarakat sekitar dan seterusnya meningkatkan taraf hidup ekonomi masyarkat setempat. Oleh sebab itu, usahawan yang beretika akan memberi kesan ke atas pekerja mereka dan seterusnya kepada PKS itu sendiri.

Masyarakat terutamanya ahli perniagaan dan usahawan sering kali dimomokkan dengan pandangan bahawa tanpa pelanggaran etika seperti penipuan, rasuah, main harga dan pelbagai lagi kesalahan atau pelanggaran etika perniagaan, peniaga atau usahawan tidak akan berjaya atau tidak boleh bersaing sama hebat dengan peniaga-peniaga atau usahawan-usahawan yang lain. Oleh itu, pada pandangan sebahagian daripada usahawan, untuk berjaya dalam apa jua bidang perniagaan mereka perlu melanggar etika perniagaan sama ada secara kecil seperti tidak menyatakan maklumat sedikit kekurangan produk ataupun terlibat dalam pemberian rasuah atau pelanggaran integriti yang lain (Mohd. Faizal, Muhammad Ridhwan, Kalsom, dan Suhaida, 2014). Bagaimanapun, pendapat ini disangkal oleh Wan Sabri (2005) yang memberikan banyak contoh kejayaan yang dikecapi oleh peniaga atau usahawan yang mematuhi etika perniagaan sama ada mengikut lunas-lunas undang-undang Malaysia ataupun undang-undang agama Islam. Pendapat Wan Sabri (2005) ini turut disokong oleh ramai lagi penulis dan penyelidik misalnya seperti menurut Mushtaq (2001), peniaga Islam mesti mematuhi akhlak (etika) perniagaan yang dinyatakan dalam al-Quran dan Sunnah Rasulullah saw. Menurut Mushtaq, orang Islam bernasib baik kerana Rasulullah saw bukan sahaja menyampaikan hikmah (panduan-panduan) dalam bentuk teori dan konsep tetapi amalan-amalan oleh baginda dan para sahabat. Walaupun berhadapan dengan cabaran amalan perniagaan tidak beretika terutamanya daripada kalangan peniaga-peniaga Yahudi, Rasulullah dan usahawan Muslim yang lain berjaya menggerakkan perniagaan mereka pada tahap yang terbaik dan berdaya saing tinggi walaupun terpaksa menurut perintah Allah (melaksanakan perniagaan beretika). Hal sedemikian dibuktikan menerusi kejayaan Saidina Othman Affan dan Abdul Rahman Auf membuktikan bahawa usahawan atau peniaga beretika mampu meraih kejayaan perniagaan yang besar walaupun berhadapan dengan pesaing-pesaing yang tidak beretika (dalam melaksanakan proses perniagaan mereka).

Selain itu, Mohd. Faizal, Muhammad Ridhwan, Kalsom, dan Suhaida (2014) turut menyenaraikan sembilan (9) dimensi etika atau akhlak usahawan Muslim yang berjaya, iaitu ketaqwaan kepada Tuhan, perniagaan sebagai sebahagian daripada ibadah (cara hidup yang menyumbang pahala), mementingkan sumber dan perlaksanaan perniagaan yang bersih dan halal, tidak membazir, berintegriti tinggi dalam pelbagai aspek pengurusan perniagaan, jujur dan amanah, perihatin kepada kebajikan semua makhluk, berilmu pengetahuan tinggi dan mementingkan kebajikan masyarakat, bangsa dan negara. Menurut mereka lagi, kesemua dimensi etika keusahawanan Islam ini perlu diterap dalam semua aspek pengurusan perniagaan seperti dalam strategi pengeluaran, pemasaran, pengurusan kewangan dan pengurusan sumber manusia.

Menurut Endang Juliarti, Afida Mastura dan Elistina (2020) yang mengkaji penghayatan etika dikalangan peniaga bazar larut malam di Selangor, mendapati bahawa terdapat sebahagian usahawan yang menjalankan perniagaan mereka secara tidak beretika seperti menipu, merasuah, pecah amanah dan mengamalkan riba asalkan dapat meneruskan kelangsungan hidup perniagaan (*survival*) dan mengaut keunungan. Secara umumnya, terdapat tiga faktor pendorong amalan perniagaan yang tidak bertika dalam sesebuah perniagaan iaitu, faktor individu, situasi dan peluang (Nurul Liyana & Azlina, 2020). Berdasarkan kepada dapatan kajian mereka, sekiranya individu tertentu yang lemah atau kurang beretika berhadapan dengan situasi tertentu yang menyediakan peluang-peluang pelanggaran etika, maka perlakuan atau strategi perniagaan yang tidak atau melanggar etika akan berlaku. Manakala Suraiya Ahmad Raflis, Mohd Yusof, Abd. Hair, Lyndon, dan Abdullah Sanusi (2017) turut menyenaraikan manipulasi harga yang tidak rasional (membebankan para pembeli), mengaut keuntungan yang besar (membebankan pekebun kecil) dan penyenaraian aktiviti yang tidak berkaitan dalam pengiraan kos (kos berdasarkan aktiviti) merupakan antara pelanggaran etika yang sering dilakukan oleh orang tengah atau broker (agen), iaitu salah satu kategori daripada tiga kategori utama saluran pengedaran perniagaan selain peruncit dan pemborong.

Secara umumnya, pihak Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna Malaysia (KPDNHEP) akan menyiarkan statistik pelanggaran etika perniagaan oleh usahawan dan peniaga di Malaysia pada setiap bulan dan tahunan (sila layari…). Jadual 1 di bawah merupakan kategori aduan yang di laporkan kepda KPDNHEP yang disiarkan oleh KPDNHEP pada bulan Januari 2020. Antara kesalahan atau pelanggaran etika perniagaan tertinggi oleh usahawan dan peniaga ialah kesalahan berkaitan harga dan transaksi (urusniaga) atas talian (*online*).

Jadual 1: Kategori aduan Tertinggi pada Januari 2020 oleh KPDNHEP

Bil.	**Katogori**	**Jumlah**
1	Harga	658
2	Transaksi atas talian	553
3	Perkhidmatan mengelirukan	353
4	Iklan mengelirukan	88
5	Barangan kawalan	88
6	Bengkel kenderaan bermotor	86
7	Perihal dagangan palsu	83
8	Barangan tiruan	52
9	Sewa beli kenderaan	47
10	Jualan murah	41

Sumber: Bahagian Gerakan Kepengunaan KPDNHEP 2020

Menurut Faridah (2015), pelbagai undang-undang dalam perniagaan digubal untuk memantau dan memastikan peniaga menjalankan perniagaan secara beretika. Brown dan Mitchell (2011) melaporkan bahawa banyak jenama utama telah didenda berjuta-juta dolar kerana melanggar peraturan perniagaan yang beretika. Namun, bagi sebilangan syarikat perniagaan, wang adalah faktor penentu utama. Walau bagaimanapun, mana-mana organisasi yang tidak mematuhi etika perniagaan dan melanggar undang-undang sering mengalami kemerosotan dan kerugian. Walau bagaimanapun, masih ada dikalangan usahawan yang melanggar undang-undang dan tidak beretika. Ini dapat dilihat melalui Jadual 2 di bawah, sebanyak 1065 kes telah direkodkan hanya pada bulan Januari tahun 2020.

Jadual 2: **Bilangan kes mengikut Akta pada Januari (2020)**

Pecahan Akta	**Bilangan kes**
Akta KAwalan Harga dan anti pencatutacan 2011	781
Akta sewa beli 1967	78
Akta Jualan Langsung Skim Anti Piramid 2011	0
Akta Hakcipta 1987	118
Akta Cakera Optik 200	1
Akta Kawalan Bekalan 1961	58
Akta Timbang dan Sukat 1972	2
Akta Pelindungan Pengguna 1999	25
Akta Perihal Dagangan 1972	0
Akta Francais 1996	2
Jumlah	**1065**

Sumber: Bahagian penguatkuasa KPDNHEP 2020

Penyataan masalah

Persaingan sengit, kelangsungan syarikat, risiko kegagalan, sumber daya terhad, dan lain-lain, semuanya menimbulkan cabaran, sehingga bertentangan dengan keutamaan usahawan. Dilema memutuskan apa yang betul dan yang salah bukan hanya terhad kepada syarikat besar sahaja, tetapi juga ia turut berlaku dalam operasi perniagaan PKS (Robinson, Davidson, Van Der

Mescht & Court, 2007). Kajian lain mengesahkan bahawa usahawan semakin menghadapi cabaran membuat keputusan yang beretika vagi menjamin kelangsungan hidup PKS(Enyioko, 2017).

Ciri-ciri peribadi pengusaha, nilai keseluruhan, tingkah laku etika, gaya membuat keputusan, pembezaan antara yang betul dan yang salah, juga tidak dapat dipisahkan dari operasi perniagaan harian PKS. Semakin kecil perniagaan, semakin signifikan pengaruh pengusaha (Öksuzoglu-Guven, 2015) kerana pengusaha merupakan invidu yang dominan atau tunggal dalam membuat keputusan perniagaan. Oleh itu, kajian ini memberi tumpuan kepada PKS kerana pertumbuhan ekonomi negara dapat diukur dengan pertumbuhan PKS. Tambahan pula, kepentingan ekonomi PKS yang semakin meningkat bermaksud bahawa cabaran etika tidak lagi terhad kepada syarikat besar (Taiwo, Ayodeji & Yusuf, 2013).

Penyelidikan terhadap konsep etika perniagaan dan keusahawanan telah mendapat kesahan dalam dekad yang lalu di kalangan ahli akademik dan komuniti saintifik (De George, 1990; Ajagbe dan Ismail, 2014). Ini timbul akibat cabaran yang dihadapi oleh usahawan dalam bidang dilema etika yang penyelesaiannya secara langsung mempengaruhi prestasi usaha keusahawanan (Carasco dan Sign, 2003; Adegbuyi et al., 2015; Ajagbe et al., 2015a). Cabaran seperti itu memerlukan penilaian yang unik apabila pengusaha yang sering mencari peluang dalam persekitaran yang dinamis dan berdaya saing, mesti menerjemahkan peluang ini menjadi peningkatan kemakmuran syarikat tanpa mengabaikan amalan etika perniagaan dalam urusan perniagaan mereka(Goodpaster, 2007; Dabor et al., 2015; Ajagbe et al., 2015b).

Objektif kajian
Oleh yang demikian, kajian ini secara umumnya ingin cuba memahami persoalan sejauhmanakah tahap penghayatan usahawan dalam mengamalkan etika perniagaan dalam kegiatan atau strategi perniagaan mereka?

Kajian Literatur

Etika
Etika menurut Khalidah, Zulkufly dan Lau (2014) merupakan satu prinsip yang mengandungi kod akhlak yang menentukan sesuatu perkara betul atau salah. Menurut Mustafa (2002) dalam bukunya bertajuk Tamadun Islam menjelaskan definisi etika yang berasal daripada bahasa Inggeris ‘ethic’. Kata ini berasal dari kata Greek ‘ethos’ yang membawa maksud nilai-nilai, atau perkara yang berkaitan dengan sikap yang menentukan tingkah laku sesuatu golongan. Ia terbahagi kepada dua:

i. Normati, iaitu panduan dan peraturan berkaitan dengan tingkah laku yang baik dan jahat.
ii. *Mataethic*, yang terbahagi kepada dua, iaitu ‘analitik’ yang berfungsi menganalisis semua, peraturan yang berkaitan dengan tingkah laku baik dan jahat, dan ‘kritikal’ yang berfungsi untuk mengkritik terhadap apa-apa yang telah dianalisis.

Sementara itu, menurut kamus Dewan telah mendefinisikan etika sebagai prinsip moral atau akhlak atau nilai-nilai akhlak atau tingkah laku yang menjadi pegangan seseorang atau suatu kumpulan (persatuan, pekerjaan, dan lain-lain). Pendapat lain pula, ada yang mengatakan bahawa perkataan etika berasal daripada perkataan Greek iaitu dasar perkataan „ethos‟ yang membawa maksud kelakuan, adat kebiasaan atau sifat yang berkaitan dengan tingkah laku dan tindakan manusia. Perkataan ini telah digunakan buat pertama kali oleh Aristotle untuk menjelaskan tentang sifat dan pembawakan seseorang individu.

Beberapa sarjana Barat telah mencuba memberikan definisi etika. Carol W. Lewis memberikan takrif etika iaitu "suatu perkara yang melibatkan pemikiran sistematik tentang moral, akhlak, dan membuat pertimbangan tentang „betul" atau „salah" terhadap sesuatu perkara. Manakala Robin Snell, mendefinisikan bahawa etika merupakan sesuatu yang merujuk kepada prinsip-prinsip atau proses-proses alasan yang bertujuan untuk mengenal pasti apa yang sebenarnya betul atau salah, yang baik atau buruk terhadap sesuatu yang lain.

Etika merupakan salah satu disiplin pokok dalam falsafah. Ia mencerminkan bagaimana manusia harus hidup agar boleh menjadi sebagai manusia. Dalam konteks ini, etika mengandungi peraturan-peraturan mengenai apa yang betul dan apa yang salah, apa yang baik dan apa yang buruk. Ia merupakan falsafah moral atau falsafah mengenai tingkah laku sebagai orientasi yang mengandungi cara-cara bagi usaha manusia untuk menjawab persoalan-persoalan asas dalam kehidupannya. Dengan kata lain, etika dapat difahami sebagai usaha dengan akal budinya untuk menyusun teori mengenai penyelenggaraan hidup yang baik.

Zaharah, Abu Daud dan Nazri (2009) memberi penegasan bahawa etika merupakan keupayaan seseorang manusia dalam membezakan perkara betul dan salah berdasarkan pertimbangan pemikiran dan akhirnya melakukan perkara yang betul. Namun begitu penakrifan yang berbeza dinyatakan oleh Roziah, Zulkarnain dan Nasrudin (2011) yang menghujahkan bahawa etika adalah suatu sistem tingkah laku manusia yang bersumberkan kepada daya pemikiran manusia itu sendiri. Berdasarkan Hamzah (1985) pula, etika bermaksud satu ilmu dalam menyelidik pelakuan baik dan buruk dengan memerhatikan tingkah laku manusia menggunakan akal fikiran.

Kajian Abdul Muqsith et. al (2017) telah menjelaskan konsep etika yang perlu difahami secara mendalam di mana terdapat tiga dimensi asas yang mendokong konsep etika yang terdiri daripada aspek kognitif, afektif dan psikomotor. Menurut Sharifah Hayati (2010) etika merupakan himpunan nilai dan moral yang menjadi piawai dalam membentuk tingkah laku individu, organisasi dan kerjaya.

Etika perniagaan

Menurut Kementerian PErdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK, 2015), etika perniagaan adalah prisip-prinsip yang diterima oleh komuniti perniagaan dan dunia perniagaan yang mengandungi set nilai dan peraturan yang merangkumi peraturan yang baik atu buruk di dalam operasi perniagaan seharian. Menurut Nor Aishah (2013) konsep etika dalam perniagaan telah diperkenalkan sejak tahun1970-an dengan perbincangannya boleh dilihat dari pelbagai perspektif yang melibatkan elemen pekerja, syarikat dan masyarakat. Etika juga boleh diertikan sebagai satu set prinsip-prinsip moral yang dapat membezakan apa yang zahirnya betul dan apa yang zahirnya salah (Beekun, 1998:2).

Dalam konsep etika perniagaan, etika sering dikaitkan dengan tingkah laku manusia. Dalam bahasa Inggeris, etika disebut juga sebagai '*ethics'*, yang bermaksud ilmu yang membahas tentang moral. Etika menurut Bittel, Birke Dan Bilbrey (1998) etika adalah suatu koleksi prinsip-prinsip moral dan peraturan-peraturan yang diamalkan oleh masyarakat, ia dapat diterima oleh sebahagian atau seluruh masyarakat. Tafsiran isu etika juga telah berubah secara drastik dalam beberapa tahun kebelakangan. Sekiranya PKS ingin dianggap sebagai sebuah perniagaan yang dipercayai dan anggota komuniti perniagaan yang bermaruah, PKS itu mesti mencerminkan dan sentiasa melaksanakan peningkatan standard yang diterapkan pada etika perniagaan (Sroka & Szántó, 2018).

Musa (2008) berpendapat bahawa istilah Etika perniagaan adalah tingkah laku yang mesti dipatuhi oleh syarikat dalam menjalankan operasi sehari-hari di dalam persekitaran di mana ia beroperasi dan mungkin kadang-kadang di luar komuniti. Penulis menambah bahawa etika syarikat tertentu boleh berbeza-beza. Sebilangan syarikat menerapkan etika bukan sahaja bagaimana hubungan syarikat dengan dunia pada umumnya, tetapi juga interaksi mereka satu persatu dengan pelanggan individu

Usahawan

Kuratko dan Hodgetts (2004) menggambarkan seorang usahawan sebagai pencipta usaha baru yang menghadapi ketidakpastian dalam pelbagai cara. Mereka adalah individu yang mempunyai kemampuan untuk meramalkan peluang, mengumpulkan sumber yang diperlukan - masa, tenaga, dan wang - dan mengambil tindakan yang diperlukan untuk memastikan kejayaan (Geoffrey, Robert dan Philip, 1982; Moorman dan Halloran, 1993; Meredith, Nelson dan Neck, 1982).

Schumpeter (1934) mendefinisikan keusahawanan sebagai syarikat yang melakukan pengaturan baru untuk menghasilkan produk dan perkhidmatan yang baru. Brockhaus (1976) mendefinisikan istilah usahawan sebagai aktiviti yang berkaitan dengan pemilikan syarikat dan pengurusan, sementara Hisrich (2004) mengaitkan usahawan dengan proses penciptaan kekayaan yang dinamik yang memerlukan individu untuk mengorbankan masa mereka, menunjukkan komitmen mereka, dan menanggung risiko kewangan, fisiologi dan sosial untuk memperoleh faedah dari segi kepuasan wang dan peribadi. Keusahawanan baru-baru ini dilihat sebagai proses inovasi dan penciptaan dengan elemen empat dimensi - individu, organisasi, faktor persekitaran, dan proses, dengan sokongan pemerintah, pendidikan, dan perlembagaan (Kuratko dan Hodgetts, 2004)

Etika Perniagaan Di Malaysia

Pelbagai program dan kempen juga turut dijalankan bagi menerapkan etika di dalam setiap urusan perniagaan supaya dapat menjadi amalan di dalam perniagaan tersebut. Sebagai contoh, kerajaan melalui Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK) sangat komited terhadap usaha memupuk amalan beretika dalam kalangan peniaga dengan mewujudkan kod amalan etika seperti Rukun Niaga Malaysia pada tahun 2002, Etika Perniagaan Malaysia (EPM) pada tahun 2015, membangunkan Dasar Pengguna Negara pada tahun 2002 serta Dasar Harta Intelek Negara (DHIN) pada tahun 2005.

Melalui Rukun Niaga misalnya, penggubalan 6 prinsip yang berasaskan ajaran agama, falsafah dan tradisi masyarakat Malaysia yang terdiri daripada masyarakat majmuk merupakan usaha bagi menyemarakkan disiplin diri dalam kalangan peniaga di Malaysia (KPDNKK, 2002). Tujuannya adalah untuk menjamin kesejahteraan para pengguna dan juga golongan peniaga. Manakala EPM merupakan asas amalan perniagaan secara beretika dan berintegriti kepada semua peringkat perniagaan. Penerapan prinsip integriti seperti jujur, telus dan berhemah di dalam perniagaan mampu mewujudkan kepercayaan dalam perhubungan perniagaan antara rakan niaga dan pelanggan serta dapat mengukuhkan iklim pelaburan yang positif kepada para pelabur (KPDNKK, 2015). Ini bukan sahaja menguntungkan peniaga malah turut memberi faedah kepada ekonomi negara.

Kajian lepas berkaitan dengan etika perniagaan

Adkins & Radtke (2004) mengenengahkan sejumlah insiden korporat atau kesalahan yang dilakukan oleh entity perniagaan yang tidak beretika oleh pemilik dan pengurus yang memberi kesan negatif terhadap persekitaran dan pihak berkepentingan. Etika adalah mengenai tingkah laku manusia atau tindakan manusia. Pengambilan keputusan yang beretika adalah aktiviti manusia yang unik kerana berkaitan dengan kemampuan manusia untuk mencari alasan untuk membenarkan dan menyelidiki tindakan dan aktiviti mereka, dan untuk menemukan pemenuhan diri sebagai sebahagian dari kelompok sosial atau, di dunia kontemporari, sebagai anggota masyarakat secara keseluruhan.

Tafsiran isu etika juga telah berubah secara drastik dalam beberapa tahun kebelakangan. Sekiranya syarikat ingin dianggap sebagai pihak atau entiti yang boleh dipercayai serta sebagai anggota komuniti perniagaan yang bermaruah, syarikat itu mesti mencerminkan dan sentiasa melaksanakan peningkatan piawaian yang diterapkan pada etika perniagaan (Sroka & Szántó, 2018). Banyak kajian menunjukkan bahawa syarikat yang menunjukkan keprihatinan terhadap masalah sosial dan alam sekitar dapat menarik pengguna terhadap produk dan perkhidmatan mereka kerana mereka menghargai inisiatif tersebut (Grbac & Lončarić, 2009).

Turyakira (2018) pula telah menyimpulkan bahawa untuk bersaing di pasaran secara terbaik serta mampu melindungi semua kepentingan perniagaan mereka, organisasi perniagaan dan para pengurus mesti belajar untuk bertingkah laku secara beretika. Ini juga berkaitan dengan masalah organisasi lain seperti penggunaan sumber semula jadi, penciptaan pekerjaan dan pembayaran cukai. Dengan kata lain, pelaksanaan tanggungjawab undang-undang dan ekonomi mereka (Lam & Shi, 2008).

Satu kajian yang merangkumi negara-negara V4 mendapati bahawa etika perniagaan dianggap sebagai faktor penting yang mempengaruhi keuntungan dan kejayaan perniagaan. Kajian yang sama juga menunjukkan jangkaan bahawa peranan etika perniagaan akan berkembang pada masa akan datang (Sroka & Szántó, 2018). Beberapa kajian mendapati bahawa etika perniagaan mempunyai kesan positif terhadap daya saing perniagaan (Turyakira, 2018), kesetiaan dan kepercayaan jenama, dan kepercayaan dan martabat perniagaan (Sroka & Szántó, 2018).

Grbac dan Lončarić (2009) telah melakukan penyelidikan di kalangan pengurus syarikat-syarikat Croatia dan mendapati bahawa etika dan tanggungjawab sosial dianggap sangat penting untuk kejayaan perniagaan. Mereka mendapati hubungan positif antara persepsi etika dan peranan tanggungjawab sosial dalam produktiviti, prestasi dan keuntungan perniagaan. Kajian mengenai pengaruh program etika organisasi telah membuktikan bahawa latihan etika sangat membantu meningkatkan kepercayaan pengurus dalam program tersebut. Selain daripada itu, program etika boleh digunakan sebagai alat pengurusan untuk mencegah tindakan yang tidak beretika, memperbaiki tingkah laku pekerja, membezakan antara corak tingkah laku yang diinginkan dan yang tidak diingini, dan meningkatkan budaya organisasi untuk meningkatkan operasi sehari-hari (Remišová, Lašáková & Kirchmayer, 2019).

Kajian oleh Sroka dan Szántó (2017) yang telah membuat penelitian terhadap tingkah laku etika oleh 48 syarikat daripada tiga sektor industri yang berbeza, iaitu farmaseutikal, tembakau dan alkohol, di Poland dan Hungary. Kajian berkenaan telah mendapati bahawa etika perniagaan dianggap sebagai faktor penting untuk kejayaan perniagaan dan imej korporat. Tidak ada perbezaan yang berkaitan dengan tingkah laku etika yang dirasakan di Poland dan Hungary. Menurut Wu (2002), apabila syarikat ingin menerapkan etika perniagaan tahap yang lebih tinggi dan meningkatkan peluang untuk membuat keputusan etika oleh pekerja, prestasi organisasi bukan kewangan syarikat bertambah baik. Peningkatan prestasi organisasi secara langsung bergantung kepada penerapan etika peringkat tinggi di peringkat individu dan korporat. Kajian oleh Lam & Shi (2008) mengenai penilaian moral dan sikap etika pekerja bekerja menemui pengaruh yang pelbagai dari sejumlah faktor demografi terhadap masalah etika berasaskan undang-undang dan sosial.

Johnson dan Smith (1990) melaporkan bahawa beberapa syarikat telah memperoleh reputasi buruk hanya dengan berniaga. Walaupun beberapa organisasi, perniagaan berminat untuk menghasilkan wang, dan itulah intinya. Syarikat seperti itu yang terutama berminat untuk menghasilkan wang sendiri dengan menggunakan perniagaan dapat disebut sebagai kapitalis dalam bentuk paling murni. Collins (2000) mengemukakan bahawa menjana wang dalam perniagaan tidak salah dengan sendirinya, tetapi cara sebilangan syarikat menjalankan aktiviti mereka yang menimbulkan persoalan mengenai tingkah laku etika. Kesimpulan bahawa etika perniagaan yang baik harus menjadi sebahagian daripada setiap perniagaan.

Butterfield, Trevino dan Weaver (2000) pula berpendapat bahawa terdapat banyak organisasi perniagaan yang bangga dengan etika perniagaan mereka yang betul, Walaupun jumlahnya berkurang akibat daripada aktiviti persaingan yang sukar namun, ia memberi kesan kepada kelangsungan hidup syarikat. Manakala menurut Rossidi Usop Siti Fariha Muhamad Fakhrul Anwar Zainol (2017) pelaksanaan etika perniagaan Islam dalam empat fungsi perniagaan iaitu pengeluaran, penggunaan, urus niaga dan pengedaran. Selain itu, mereka turut mendapati bahawa keempat-empat fungsian ini amat terdedah kepada kecenderungan pelanggaran etika perniagaan. San-Jose, Retolaza dan Guiterez (2011) telah menyatakan bahawa terdapat tiga tahap etika perniagaan, iaitu individu, organisasi dan makro. Penjelasan khusus ini menunjukkan bahawa etika perniagaan mempunyai implikasi yang luas. Mereka menegaskan bahawa, untuk menjadi pengurus etika, anda mesti mempunyai ciri-ciri orang yang bermoral, pengurus moral, dan pengusaha moral.

Kesimpulan

Kesimpulannya, dapatlah dirumuskan bahawa etika yang jelas dalam sesebuah PKS akan membantu membimbing pekerja dalam urus niaga mereka sehari-hari. Ia seharusnya dipupuk dan diperkukuhkan dalam kalangan usahawan terlebih dahulu kerana usahawan adalah pembuat keputusan PKS dan mereka adalah contoh teladan kepada pekerja mereka. Ia seperti yang dicadangkan oleh Rafik Issa Beekun (1998) yang menyatakan bahawa menghasilkan suasana kerja yang beretika di dalam sesebuah organisasi perlu dimulai dengan kedudukan etika individu sebagai pekerja, hasilnya barulah melahirkan sebuah firma yang beretika (Rafik Issa Beekun, 1998:44). Menurut (Ab Aziz Yusof, 2003). kepekaan usahawan terhadap isu-isu dan prinsip etika perlu dipertahankan dari masa kemasa demi memastikan ia seiring dengan perkembangan syarikat

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SUNTIKAN DERMAL FILLER DALAM RAWATAN KOSMETIK MENURUT PERSPEKTIF ISLAM

DERMAL FILLER INJECTION IN TREATMENT COSMETICS ACCORDING TO ISLAMIC PERSPECTIVE

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Abstrak: *Rawatan kosmetik adalah rawatan yang melibatkan penggunaan bahan tertentu dan prosedur tertentu yang mencantikkan atau memulihkan keadaan dan mengembalikan kepada bentuk asal atau bentuk baharu. Dalam kepelbagaian bentuk rawatan kosmetik, rawatan dermal filler merupakan salah satu rawatan kosmetik yang paling diminati pada masa kini. Namun begitu, penggunaan dermal filler menjadi satu masalah dari perspektif agama Islam disebabkan kaedah perlaksanaan dan juga sumber bahan yang diragui statusnya di sisi Islam. Kajian ini menganalisis hukum suntikan dermal filler dalam rawatan kosmetik. Kajian kualitatif ini melibatkan metod kajian dokumentasi dalam pengumpulan data dan dianalisis menggunakan perisian N-Vivo. Hasil dapatan dari kajian ini mendapati bahawa Islam telah menetapkan beberapa panduan dalam penggunannya yang mana hukum rawatan dermal filler dibenarkan Islam sekiranya mempunyai sesuatu tujuan dan keperluan untuk kebaikan diri sendiri dan membaikpulih kecacatan pada anggota badan.*

Kata kunci: *Suntikan, Dermal Filler, Kosmetik*

Abstract: *Cosmetic treatment is a treatment that involves the use of certain ingredients and certain procedures that beautify or restore the condition and return it to its original or new form. In various forms of cosmetic treatment, dermal filler treatment is one of the most popular cosmetic treatments nowadays. However, the use of dermal filler has become a problem from an Islamic perspective due to the method of implementation and also the source of the material whose status is questionable on the Islamic side. This study analyzes the law of dermal filler injection in cosmetic treatment. This qualitative study involved documentation research methods in data collection and was analyzed using N-Vivo software. The findings of this study found that Islam has set some guidelines in its use which the law of dermal filler treatment is allowed by Islam if it has a purpose and need for self -good and repair of defects in the limbs.*

Keywords: *Injections, Dermal Filler, Cosmetics*

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Pendahuluan

Kewujudan manusia bukanlah diciptakan secara sia-sia tanpa tujuan. Sesungguhnya Allah SWT mencipta setiap sesuatu bersama tujuan yang telah ditetapkan sama ada manusia memahami atau menyedarinya. Tujuan manusia diciptakan antaranya untuk mengabdikan diri kepada Allah SWT sebagaimana firman-Nya dalam surah al-Dhariyat ayat 56:

﴿ وَمَا خَلَقْتُ الْجِنَّ وَالْاِنْسَ اِلَّا لِيَعْبُدُوْنِ ٥٦ ﴾

> Maksudnya: Aku tidak menciptakan jin dan manusia melainkan agar mereka beribadah kepada-Ku.

Selain itu, setiap perkara dalam kehidupan orang Islam mempunyai aturcara yang dijadikan sebagai panduan untuk memastikan orang Islam sentiasa berada dalam redha-Nya. Antara perkara yang berkaitan dengannya ialah peraturan dalam mengekal atau menambah kecantikan fizikal yang lebih dikenali sebagai bersolek atau berhias. Bersolek atau behias dalam bahasa Arab disebut sebagai *tabarruj* iaitu menghiasi diri dengan bahan semula jadi tanpa merubah kejadian Tuhan (Ni'mat, 2000). Dalam perkara ini, Allah SWT berfirman dalam surah al-Ahzab ayat 33:

﴿ وَقَرْنَ فِيْ بُيُوْتِكُنَّ وَلَا تَبَرَّجْنَ تَبَرُّجَ الْجَاهِلِيَّةِ الْاُوْلٰى ﴾

> Maksudnya: Dan hendaklah kamu tetap di rumahmu dan janganlah kamu berhias dan (bertingkah laku) seperti orang-orang jahiliah dahulu.

Dalam ayat di atas jelas menunjukkan bahawa dibolehkan bersolek tetapi Allah SWT melarang daripada wanita muslimah berhias atau bersolek dan kemudiannya memperagakan kepada orang ajnabi. Menurut Abdul Syukur (2015), *tabarruj* yang dilarang ialah wanita yang menampakkan perhiasan, wajah, dan kecantikannya kepada laki-laki dengan maksud membangkitkan nafsu syahwat.

Menurut al-Qurtubi (2020), bersolek atau berhias menggunakan perhiasan yang dikategorikan kepada dua iaitu perhiasan semula jadi dan perhiasan yang diusahakan. Perhiasan semula jadi adalah kecantikan wajah dan bentuk tubuh badan, manakala perhiasan yang diusahakan adalah fesyen pakaian dan alatan solek. Mohd Zuhdi (2018) pula menjelaskan bahawa dalam Islam terdapat panduan untuk membolehkan penggunaan kosmetik iaitu mengikut aturan hukum agama, tidak mensyirikkan Allah SWT, tidak menyerupai agama lain, tidak menyerupai jantina berlawanan, produk yang bersih dan suci dari najis, tidak menghalang dari bersuci dan tidak merubah ciptaan Allah SWT secara kekal.

Menurut Jaafar Salleh (2010), meskipun syariat Islam mempunyai garis panduan yang jelas, pengguna muslim terdedah kepada pujuk rayu oleh mereka yang menjual, menyediakan dan memberi konsultasi rawatan kosmetik seperti dermal filler. Gambar-gambar lelaki dan wanita yang cantik, bergaya dan anggun menjadi bahan iklan dan pemasaran oleh peniaga untuk mempromosikan rawatan kosmetik. Dengan pengaruh serba moden yang sentiasa mencuri peluang untuk mempengaruhi gaya hidup dan kesedaran pengguna muslim menjadikan mereka mudah terpedaya dan memilih untuk melakukan rawatan kosmetik. Pengguna bukan sahaja daripada golongan perempuan, golongan lelaki juga menginginkan wajah dan bentuk tubuh yang tampan dan bergaya.

Rawatan kosmetik adalah salah satu pecahan dari bidang perubatan yang berkembang pesat pada hari ini. Rawatan kosmetik dibuat untuk dua tujuan utama, iaitu merawat kecacatan atau menambah kecantikan. Dua istilah dalam perubatan moden berkaitan kecantikan ialah estetik dan kosmetik. Perkataan estetik (aesthetics) berasal daripada perkataan Yunani yang membawa maksud "rasa" (Bleakley, Marshall, & Brömer, 2006). Perkataan kosmetik pula berasal daripada perkataan Yunani *kosmetikē tekhnē* yang bermaksud "seni mencantikkan" (Harper, 2001).

Perubatan estetik merupakan satu cabang amalan perubatan klinikal yang memberi penumpuan kepada rupa di samping fungsi untuk mencapai keharmonian antara rupa paras fizikal dan psikologi melalui prosedur-prosedur klinikal yang mengubah keadaan dan penampilan kulit yang secara umumnya normal untuk mencapai matlamat yang dikehendaki oleh pesakit (Maharita, 2012). Perubatan estetik merupakan amalan perubatan yang berasaskan pelbagai disiplin perubatan, seperti dermatologi dan pembedahan plastik.

Prosedur-prosedur dalam perubatan estetik terbahagi kepada prosedur invasif, prosedur sedikit invasif, dan prosedur tidak invasif. Prosedur invasif melibatkan prosedur seperti keratan sehingga lapisan tisu yang dalam, transplan rambut atau tanam rambut, rawatan laser untuk masalah vaskular atau saluran darah, dan pembedahan kosmetik seperti pembesaran payudara, pembentukan atau perubahan hidung, dan pembuangan lemak. Prosedur sedikit invasif pula melibatkan prosedur seperti keratan pada kulit tetapi tidak melebihi lapisan fasia superfisialis, seperti suntikan Botox dan rawatan laser untuk pigmentasi kulit. Prosedur tidak invasif pula tidak memerlukan keratan pada kulit, contohnya rawatan kupasan kimia terhadap lapisan kulit luar dan rawatan cahaya denyut intensif (intense pulsed light) untuk merawat jerawat dan sebagainya. (Maharita, 2012).

Rawatan kosmetik didefinisikan sebagai sebarang prosedur yang diminta oleh pelanggan untuk membentuk semula atau membentuk yang baharu, struktur badan yang sedia normal dengan tujuan meningkatkan kecantikan dan keyakinan diri. Oleh itu, rawatan rekonstruksi yang kebiasaan dilakukan oleh pesakit yang mengalami kecacatan akibat insiden, bertujuan membaiki fungsi dan mengembalikan rupa yang normal tidak termasuk dalam definisi ini (Van Bogaert, Bogaert & Ogunbanjo, 2008).

Kajian Lepas

Sebuah kajian yang dijalankan oleh Sarimah Nordin pada tahun 2016 yang tajuk 'Fenomena Tabarruj Masa Kini Dalam Kalangan Wanita Muslimah' telah meninjau fenomena *tabarruj* dalam kalangan wanita Muslimah di daerah Sabak Bernam. Kajian ini juga mengetengahkan etika berpakaian bagi seorang muslimah dan cara *tabarruj* yang dibenarkan dalam Islam dengan menggunakan pakaian untuk mengelakkan diri daripada kesejukan, kepanasan dan untuk menutup aurat. Namun kajian ini menjelaskan bahawa pada zaman sekarang apa yang dipakai sebenarnya dipengaruhi keinginan untuk berhias diri dan berdandan. Fesyen dalam Islam menetapkan keharusan melalui dalil al-Quran yang tidak mengharamkan perkara baharu dalam hal muamalah tetapi menjadi haram apabila berlebih-lebihan pada penampilan sehingga menampakkan susuk badan apatah lagi dipertontonkan dalam khalayak lelaki yang bukan mahram. Kajian ini juga menjelaskan bahawa golongan wanita tidak boleh lari daripada berhias atau tampil cantik dan menawan, bahkan berhias tidak hanya tertakluk kepada pakaian semata-mata tetapi komestik juga sebahagian daripada konsep berhias.

‘Hub Halal: Kajian Terhadap Industri Makanan Halal di Malaysia’ hasil kajian Mohd Yusrin Mohamed Yusof pada tahun 2010 yang membincangkan mengenai isu berkaitan produk yang tidak halal, salah guna logo halal dan juga tahap kualiti produk halal di Malaysia termsuklah produk kosmetik halal yang menggunakan bahan atau ramuan yang terdiri daripada pelbagai unsur untuk dimasukkan ke dalam tubuh, dipakai, digosok atau disapu dengan tujuan kecantikan. Kajian ini menjelaskan bahawa bahan kosmetik yang diperbuat daripada tumbuhan dan bahan kimia boleh digunakan kecuali yang beracun dan membahayakan kesihatan, manakala kosmetik yang diperbuat daripada sumber haiwan halal yang disembelih menurut syarak adalah boleh digunakan.

Artikel yang bertajuk ‘Konsep Mengubah Ciptaan Allah SWT: Analisis Hukum Pengkulturan Daging’ ditulis oleh Mohamad Naqib Hamdan (2018) yang membincangkan tentang teknologi dan inovasi serta impak terhadap golongan Muslim terutamanya yang melibatkan perubahan ciptaan Allah SWT. Artikel ini membincangkan tentang pengubahan ciptaan Allah SWT iaitu makanan melalui pengkulturan daging yang dihasilkan secara ex vivo, sama ada di dalam makmal atau reaktor. Artikel ini juga membincangkan tentang sebab haram dan harus bagi perbuatan merubah ciptaan Allah SWT dan tidak terhad kepada sesuatu rawatan atau prosedur kosmetik.

Artikel yang bertajuk ‘Suntikan Kosmetik Botox Menurut Perspektif Islam’ oleh Norliah Sajuri (2006) yang membincangkan tentang perkembangan industri kosmetik. Selain rawatan Botox, perbincangan juga memberi fokus kepada rawatan suntikan vitamin C, Filler (mengembalikan volume bahagian lekuk di wajah), sedut lemak (liposuction), suntikan kolagen dan bermacam kaedah lagi yang menjadi pilihan pengguna. Beliau menjelaskan bahawa rawatan Botox menggunakan protein tertentu yang merupakan toksin kepada manusia dan menjadikan ianya satu rawatan yang memberi kesan sampingan seperti ptosis. Selain itu, rawatan Botox juga disandarkan pada hukum perbuatan merubah ciptaan Allah SWT kerana mampu menjadikan seseorang kembali remaja dalam sekelip mata. Artikel ini juga membincangkan secara ringkas mengenai pandangan ulama mengenai aspek berhias yang diharuskan dalam Islam, batas-batas keharusan berhias, sejauhmana fungsi Botox dalam konteks merubah ciptaan Allah SWT dan pandangan fatwa mengenai isu ini.

Mohammad Naqid Hamdan dalam sebuah kertas kerjanya yang bertajuk ‘Konsep Taghyir Ciptaan Allah SWT Dalam Rawatan Kosmetik: Analisis Hukum Rekonstruksi Vagina Menurut Perspektif Fatwa Semasa’ yang dibentangkan di Seminar Fatwa Antarabangsa pada tahun 2016 di Universiti Sains Islam Malaysia. Kertas kerja ini membincangkan tentang konsep taghyir sebagai proses mengubah suai ciptaan Allah yang melibatkan proses merubah anggota tubuh badan iaitu vagina perempuan. Perkembangan teknologi perubatan khususnya dalam bidang kosmetik telah memungkinkan manusia melakukan taghyir pada tubuh badan mereka yang mana tujuan di sebalik rawatan ini mungkin berbeza antara pesakit. Antara rawatan kosmetik yang melibatkan taghyir tubuh badan adalah rawatan rekonstruksi vagina yang mana tujuan rawatan ini dibuat adalah mengembalikan bentuk dan fungsi vagina kepada keadaan asal, memenuhi kehendak seks pasangan atau sekadar mencantikkan bentuk vagina. Selain itu, kertas kerja ini juga membincangkan hukum rekonstruksi vagina dengan menyoroti fatwa yang telah dikeluarkan oleh para ulama kontemporari dan badan fatwa berautoriti.

Mohd Zuhdi Ahmad Khasasi (2018) dalam bukunya ‘Wanita Dambaan Syurga’ yang diterbitkan dalam Bahasa Melayu telah membincangkan tentang konsep wanita dari perspektif agama Islam dan juga menyediakan bimbingan Islamik kepada golongan wanita untuk membantu mereka menyempurnakan tanggungjawab mereka sebagai wanita Muslimah sama ada sebagai seorang anak, isteri atau ibu. Dalam buku ini juga menjelaskan bahawa wanita dan fesyen tidak dapat dipisahkan kerana hakikat naluri dan diri wanita itu sendiri adalah merupakan perhiasan. Lantaran itu, keinginan fitrah ini sama sekali tidak pernah dihalang dalam Islam tetapi perhiasan dan fesyen perlu menepati kehendak syarak dan syariat Islam.

Metodologi Kajian
Artikel ini merupakan sebuah kajian yang berbentuk kualitatif sepenuhnya yang melibatkan kajian dokumentasis. Kajian ini menggunakan metode pengumpulan data dan penganalisisan data melalui kaedah kepustakaan dengan menggunakan bahan-bahan bercetak dalam proses pengumpulan data dan penganalisisan data pula menggunakan perisian N-Vivo 2.0.

Dermal Filler
Bagi menampakkan kecantikan, seorang wanita suka berhias, bahkan tidak sedikit daripada mereka yang mengambil jalan pintas seperti melakukan rawatan kosmetik (Abdul Syukur, 2015). Antara rawatan kosmetik yang digemari oleh wanita pada masa kini ialah rawatan dermal filler.

Baumann, Blyumin & Saghari (2009) menjelaskan bahawa dermal filler adalah sekelompok produk yang digunakan untuk menghaluskan atau menyamarkan garis-garis, kerutan, dan tanda-tanda penuaan di wajah dan tubuh,serta juga dipakai untuk membentuk anatomi sesuai keinginan pesakit. Rawatan dermal filler merupakan satu bentuk rawatan kosmetik yang melibatkan suntikan dengan bahan tertentu. Rawatan ini melibatkan dua elemen iaitu lapiran dermal pada kulit manusia dan juga bahan yang menjadi pengisi atau pengganti di dalam lapisan dermis yang disebut sebagai ‘filler’.

Menurut Saedi (2010) menjelaskan bahawa di Amerika Syarikat, ‘filler’ pada awalnya adalah dibuat daripada kolagen binatang pada tahun 1970an. Bahan kolagen Bovin yang dipopularkan pada tahun 1980an adalah bahan ‘filler’ pertama yang diiktiraf oleh pihak berkuasa iaitu Food and Drugs Association (FDA). Namun pada masa kini, pelbagai bentuk bahan ‘filler’ boleh didapati di pasaran seperti Bovin dan bukan Bovin. Bahan bukan Bovin bersifat sementara berbanding Bovin yang kekal. Bahan ‘filler’ yang memenuhi pasaran terdiri daripada bahan yang dihasilkan oleh Cosmo Derm, Cosmo Plast, Restylane, Hylaform, Radiesse dan Artefill (Gold, 2010). Menurut Gold (2010) dalam kajian ‘Bahan Filler Terbaru’, kolagen adalah protein natural yang wujud di dalam tubuh manusia dan haiwan di bahagian kulit. Kolagen berfungsi sebagai tiang yang anjal untuk memastikan kulit tegang dan bentuk tertentu di wajah.

Hukum Dermal Filler
Kosmetik memainkan peranan penting dalam merealisasikan impian atau kehendak manusia kepada kecantikan ataupun kesihatan (Mohd Yusrin, 2010). Kosmetik boleh didefinisikan sebagai bahan atau alatan yang digunakan pada bahagian luaran tubuh badan manusia seperti kulit, rambut, kuku, bibir, gigi dan rongga mulut untuk tujuan membersih, mewangi, mencantikkan kulit wajah, menghilangkan bau badan, melindungi atau menjaga diri agar sentiasa dalam keadaan yang baik dan cantik. Berbeza dengan jamu, kosmetik melibatkan penggunaan bahan kosmetik ke atas bahagian luaran tubuh dan tidak hanya terhad kepada

wajah dan mahupun kuku, tetapi digunakan pada setiap bahagian tubuh badan untuk penampilan yang mengikut kehendak pengguna kosmetik (Mistui, 1997).
Selain itu, rawatan kosmetik menjadi sesuatu isu dalam Islam disebabkan elemen mengubah ciptaan Allah SWT (*taghyir*) termasuklah rawatan dermal filler ini. Mohammad Naqid (2016) menjelaskan bahawa *taghyir* boleh dibahagikan kepada beberapa bahagian melibatkan *taghyir* yang dibenarkan dan yang dilarang, *taghyir* yang bersifat sementara dan kekal, serta *taghyir* yang bertujuan baik dan sebaliknya. Hukum merubah sesuatu ciptaan Allah SWT pula boleh dibahagikan kepada dua iaitu haram dan harus.

Hukum Berdasarkan Kesan dan Keperluan
Menurut Norliah (2006), agama Islam telah meletakkan garis panduan untuk umatnya untuk hidup di muka bumi ini. Melihat daripada perspektif hukum asal melalui kaedah fiqh iaitu semua perbuatan yang membawa kebaikan adalah harus (الأصل في المنافع الإباحة) (al-Asnawi, 1400) dan semua perbuatan yang membawa keburukan adalah haram (الأصل في النهي التحريم) (Zakaria, 2002).

Kaedah ini adalah berdasarkan hadis sahih (al-Albani, 1997) sebagaimana yang telah diriwayatkan oleh Ibnu Majah (2018) daripada Ibnu Abbas RA:

قَالَ رَسُولُ اللَّهِ -صلى الله عليه وسلم- « لاَ ضَرَرَ وَلاَ ضِرَارَ ».

Maksudnya: Telah bersabda Rasulullah SAW: Tiada mudharat dan tidak memudharatkan.

Selain itu, setiap perbuatan manusia juga dinilai melalui niat. Sebagai contoh, sekiranya seseorang melakukan sesuatu perbuatan kerana Allah SWT, maka perbuatan yang dilakukan itu dikira pahala dan akan mendapat ganjaran daripada Allah SWT. Jika niatnya adalah sebaliknya, maka perbuatan tersebut menjadi sia-sia (Norliah, 2006). Perkara ini berdasarkan hadis sebagaimana yang telah diriwayatkan oleh al-Bukhari (2016) daripada Umar al-Khattab RA:

قَالَ رَسُولُ اللَّهِ -صلى الله عليه وسلم- « إِنَّمَا الأَعْمَالُ بِالنِّيَّاتِ ، وَإِنَّمَا لِكُلِّ امْرِئٍ مَا نَوَى ».

Maksudnya: Sesungguhnya setiap perbuatan itu bergantung kepada niat. Dan setiap orang itu akan dibalas berdasarkan niatnya.

Melihat kepada kedua-dua kaedah fiqh ini, dapat dilihat rawatan kosmetik dermal filler dapat dinilai menggunakan kaedah fiqh ini. Kesan rawatan akan dapat dilihat dan niat akan dipertimbangkan dalam meletakkan hukum ke atas rawatan kosmetik ini. Jika rawatan tersebut dilakukan dengan tujuan menipu orang lain seperti orang tua yang membuat rawatan kosmetik supaya kelihatan muda dan akhirnya menipu bakal pasangan untuk dikahwini atau penjenayah yang melakukan pembedahan plastik bagi mengubah wajahnya.

Bagi rawatan kosmetik yang berada pada tahap *daruriyyat* atau *hajiyyat*, Islam membenarkan rawatan tersebut dengan syarat tidak membawa sebarang mudarat atau mengurangkan mudarat sedia ada. Namun, jika rawatan tersebut sekadar berada pada tahap *tahsiniyyat* seperti menambah kecantikkan anggota badan, terdapat beberapa pandangan ulama kontemporari mengenainya (Muhammad Naqib, 2016).

Hukum Berdasarkan Keperluan dan Kemahuan

Tiada larangan dalam Islam untuk berhias atau bersolek ke atas golongan wanita. Bahkan, hukum bersolek bagi wanita adalah menjadi wajib sekiranya diminta oleh suami atau bertujuan untuk menggembirakan suami tetapi menjadi haram untuk lelaki ajnabi atau untuk keluar rumah dengan mendedahkan aurat dan bersolek semata-mata untuk mendapatkan perhatian dan menimbulkan rasa riyak (Sarimah, 2016). Sekiranya rawatan dermal filler dilakukan disebabkan kemahuan untuk menipu umur atau tampil muda dan anggun kepada orang bukan ajnabi dan sebagainya, maka ianya akan menjadikan rawatan sedemikian adalah haram (Muhammad Naqib, 2016).

Hukum haram juga jika bersolek sehingga mengubah dan meminda ciptaan Allah SWT dan menyerupai persolekan wanita jahiliyah atau tabarruj jahiliah. Hukum bertabarruj adalah haram untuk wanita Islam (Sarimah, 2016). Dalam waktu yang sama, Islam telah pun menetapkan bahawa dalam berhias atau menggunakan kosmetik yang terdapat beberapa unsur yang menjadikan sesuatu kosmetik atau rawatan kosmetik menjadi haram iaitu mengubah ciptaan Allah SWT, berupa penipuan dan pemalsuan, meniru perbuatan orang kafir, memudaratkan sebagaimana disahkan oleh para doktor dan menimbulkan fitnah kerana mencuri perhatian lelaki Mohd Zuhdi (2013).

Ini adalah berdasarkan firman Allah SWT dari surah al-Nisa’ ayat 119:

﴿ وَّلَاُضِلَّنَّهُمْ وَلَاُمَنِّيَنَّهُمْ وَلَاٰمُرَنَّهُمْ فَلَيُبَتِّكُنَّ اٰذَانَ الْاَنْعَامِ وَلَاٰمُرَنَّهُمْ فَلَيُغَيِّرُنَّ خَلْقَ اللّٰهِ ۗوَمَنْ يَّتَّخِذِ الشَّيْطٰنَ وَلِيًّا مِّنْ دُوْنِ اللّٰهِ فَقَدْ خَسِرَ خُسْرَانًا مُّبِيْنًا ١١٩ ﴾

> Maksudnya: Dan pasti aku sesatkan mereka, dan akan aku bangkitkan angan-angan kosong pada mereka dan akan aku suruh mereka memotong telinga-telinga binatang ternak, (lalu mereka benar-benar memotongnya), dan akan aku suruh mereka mengubah ciptaan Allah, (lalu mereka benar-benar mengubahnya).” Sesiapa menjadikan syaitan sebagai pelindung selain Allah, maka sesungguhnya dia menderita kerugian yang nyata.

Berdasarkan ayat di atas, Allah SWT menceritakan beberapa rancangan jahat syaitan untuk menyesatkan manusia. Rancangan jahat tersebut boleh dipecahkan kepada beberapa bentuk antarana ialah syaitan akan menghasut manusia mengubah ciptaan Allah SWT (Al-Qurtubi, 2006; Ibn Kathir, 2018).

Pengubahan ciptaan Allah SWT dengan melakukan rawatan kosmetik adalah dilarang jika dilakukan tanpa adanya keperluan. Al-Nawawi (1995) menyatakan sebab atau ‘illah diharamkan kerana terdapatnya unsur yang menjadikanya haram iaitu kerana untuk kecantikan semata-mata. Akan tetapi jika dilakukan kerana keperluan perubatan atau terdapat kecacatan atau yang seumpamanya, maka ianya diharuskan. Hukum menjadi harus apabila dilakukan untuk menutup keaiban yang ada pada wajah seseorang. Maka hukum melakukan rawatan kosmetik berkait rapat dengan niat atau tujuan si pembuat tersebut.

Dalam perkara ini, sekiranya rawatan dermal filler dilakukan kerana keperluan iaitu dengan tujuan berubat atau merawat untuk memulihkan, mengembalikan kepada keadaan asal, maka ianya adalah dibenarkan. Rawatan dermal filler dalam keadaan ini berada dalam konsep *dharuriyat* atau keperluan. Hal ini termasuk dalam firman Allah SWT dalam surah al-Tin ayat 4:

﴿ لَقَدْ خَلَقْنَا الْاِنْسَانَ فِيْٓ اَحْسَنِ تَقْوِيْمٍۖ ٤ ﴾

Maksudnya: Sungguh Kami telah menciptakan manusia dalam bentuk yang sebaik-baiknya.

Selain itu, sebagaimana sebuah hadis Rasulullah SAW yang telah diriwayatkan oleh Muslim (2018) daripada Jabir RA:

« بَعَثَ رَسُولُ اللَّهِ -صلى الله عليه وسلم- إِلَى أُبَىِّ بْنِ كَعْبٍ طَبِيبًا فَقَطَعَ مِنْهُ عِرْقًا ثُمَّ كَوَاهُ عَلَيْهِ ».

Maksudnya: Rasulullah SAW telah mengutuskan seorang doktor kepada Ubay bin Ka'ab lalu doktor itu memotong satu uratnya dan meletakkan besi panas padanya.

Kesimpulan

Menurut Islam, behias atau bersolek untuk kecantikan fizikal adalah dibolehkan tetapi dengan syarat yang tertentu. Rawatan kosmetik dermal filler merupakan satu bentuk rawatan kosmetik terhadap beberapa anggota badan iaitu wajah termasuklah hidung, dagu, kening, bibir dan rahang, telinga, punggung, payudara dan zakar. Rawatan kosmetik ini juga adalah satu bentuk proses merubah. Dalam Islam, konsep merubah ciptaan Allah SWT dikenali sebagai *taghyir*. Hukum merubah ciptaan Allah SWT secara kekal boleh dibahagi kepada dua iaitu harus sekiranya untuk mengembalikan bentuk anggota tubuh badan kepada keadaan asal selepas kemalangan dan sebagainya dan keduanya haram sekiranya tujuan rawatan adalah untuk kecantikan semata-mata kerana tiada keperluan syarie' dalam rawatan sedemikian, bahkan rawatan kosmetik yang bertujuan sebegini yang ingin dipertontonkan kepada bukan mahram adalah haram. Di sini dapat dilihat bahawa kosmetik dan berhias mestilah mengikut garis hukum Islam dan tidak cukup dengan niat yang baik sahaja untuk membolehkan kosmetik dan berhias dilakukan. Secara mudahnya, hukum rawatan dermal filler dibolehkan dalam Islam sekiranya menjadi keperluan untuk kebaikan diri sendiri dan memperbaiki kecacatan pada tubuh badan untuk kelangsungsan kehidupan.

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CROWDFUNDING AS A NEW ALTERNATIVE OF FUNDRAISING FOR ENTREPRENEURSHIP ACTIVITIES IN HIGHER EDUCATION INSTITUTIONS

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Abstract: *Crowdfunding is a technique that utilizes incremental financial contributions from a 'crowd' of participants to assist entrepreneurs in funding their projects. Crowdfunding serves as a new entrepreneurial finance tool that enables entrepreneurs to access capital more easily. The purpose of this article is to examine a crowdfunding as a tool for entrepreneurship education in Malaysian higher education institutions (HEI). This study aims to better understand the mechanisms underlying the new novel concept of online funding known as crowdfunding by highlighting the crowdfunding activity continuum. Early-stage entrepreneurs, particularly those in higher education, benefit greatly from the visibility and financial options provided by crowdfunding since it allows them to fine-tune their concepts, make improvements, and gain experience working with potential backers. The study discusses the main activities of crowdfunding for entrepreneurship education in Malaysian HEI: (i) pre-crowdfunding activity and (ii) post-crowdfunding activity. This study suggests that future research could focus on different study contexts (i.e., secondary education) in Malaysia or other developing countries.*

Keywords*: Crowdfunding, Entrepreneur, Entrepreneurship Education, Higher Education Institutions*

Introduction

In recent years, crowdfunding has emerged as a new method for entrepreneurs to raise capital. Since its emergence in year 2000, crowdfunding has gaining attention among governments and policy makers to legitimate crowdfunding as entrepreneurial finance source. When it comes to financing start-ups, established sources such as governments, banks and venture capitalists are the primary sources of funding. Crowdfunding is viewed as a way to bridge the gap between demand and supply (Bruton, Khavul, Siegel, & Wright, 2015). Crowdfunding and other novel financing options (e.g., peer-to-peer lending, micro-lending) are also likely to transform the entrepreneurial finance ecosystem (Mollick, 2014) as well as entrepreneurship education (Voelker & McGlashan, 2013). Using crowdfunding as an example, Voelker and McGlashan (2013) advocated that business schools use it as a platform for entrepreneurial learning. Universities, according to Wieck, Bretschneider, and Leimester (2013), can serve as a platform for connecting investors and entrepreneurs by utilising the concepts of crowdfunding. Universities can use their large community (students, alumni, staff, researchers, partners, and other players) and networks for financing purposes by bringing the crowdfunding concept into the realm of academic institutions (Wieck et al., 2013).

Based on real-case historical crowdfunding experiences, which demonstrate how people have increasingly accepted and adapted crowdfunding, the potential of crowdfunding far exceeds expectations. For example, Pebble Technology is using crowdfunding to fund the development of its E-Paper Watch, with a campaign goal of $100,000 and a time frame of six months. After 37 days, the campaign has successfully raised $10,266,845 from 68,929 crowdfunders, earning it the distinction of being one of the most successful projects of the year 2012. In 2015, Pebble Technology chose to use Kickstarter once more to generate funds for its latest version of a smart watch. In just 31 days, the company raised a total of $20,338,986, exceeding its funding target of $500,000 by 40.68 per cent and exceeding its funding goal of $500,000. One such example is that Blocks Wearables, which was able to accomplish its $250,000 funding goal in less than 56 minutes. The case demonstrates how crowdfunding can provide entrepreneurs that seek to take advantage of this new technology with an almost limitless source of capital.

Additionally, by referring to a recent industry report on crowdfunding published by Massolution, global crowdfunding experienced accelerated growth in 2014, increasing from $6.1 billion to $16.2 billion in total amount raised, with the amount raised expected to double in 2015 to approximately $34.4 billion (source: http://www.crowdsourcing.org). Throughout the report, it is demonstrated how the global community has gradually accepted crowdfunding as a new financial technology. As a result, there is a greater need to identify the distinctive characteristics of crowdfunding when compared to previous financial technologies, which is critical in explaining the phenomenon. In general, the rise and accelerated growth of crowdfunding can be attributed to decreasing transaction costs, reputation signalling, and market design of crowdfunding platforms (Agrawal, Catalini, & Goldfarb, 2014). Furthermore, these aspects are linked to the use of the Internet as the primary feature of crowdfunding platforms. The Internet has enabled entrepreneurs to reduce their cost of financing (Agrawal et al., 2014) by improving matching activity between entrepreneurs and investors and lowering the cost of information search and publicity, particularly for remote investors (Macht & Weatherston, 2014). Furthermore, even novice and naïve individuals have wider access to investing opportunities. These economic aspects are critical as a key source for understanding the rise and evolution of worldwide crowdfunding activities, indicating how the general community has increasingly embraced crowdfunding as an alternative financing source for entrepreneurship.

Literature Review

Novelty and Inventiveness of Crowdfunding for Entrepreneurship in Higher Education.

Entrepreneurship is regarded as the economic engine of both developed and developing countries, and most countries have made significant investments in entrepreneurship development (Jafarnejad, Abbaszadeh, Ebrahimi, & Abtahi, 2013). Entrepreneurship has been recognized to be able to generate positive impacts in numerous fields (Hytti, Blackburn, Fletcher, & Welter, 2016). For example, the growth of entrepreneurship in a community might result in sustainable employment and economic prosperity (Jafarnejad et al., 2013). Various parties including national representatives and institutes, non-governmental organizations, private sector representatives, and even public are aware of and recognize the potential of entrepreneurship and its positive influence on economic, social, and environmental factors (Hytti et al., 2016). It includes non-profitable organizations such as Higher Education Institutions (Wright, Siegel, & Mustar, 2017; Yusoff, Zainol, & Ibrahim, 2014). The situation provides interesting research development and history of any field associated to the entrepreneurship concept for different countries including Malaysia.

The economies of emerging market countries are growing at considerably faster rates than those of developed countries (Klonowski, 2020). For example, China is expected to surpass the United States as the world's economic powerhouse over the next 10 to 20 years (Klonowski, 2020; Vuving, 2012). On the other side, India is anticipated to develop into one of the world's major private equity markets over the next five years (Klonowski, 2020). A significant driver of this economic "miracle" in many emerging markets is the robust local entrepreneurship (Klonowski, 2020). Entrepreneurs in emerging markets have demonstrated fundamental strength through a strong manufacturing and service orientation, as well as the ability to adapt to economic downturns and changing export conditions, all while looking outward for investment opportunities in the global marketplace (Abor, 2017; Klonowski, 2020). However, flourishing entrepreneurship in these markets remains contingent upon entrepreneurs' ability to raise capital (Denis, 2004; Abor, 2017; Klonowski, 2020). Therefore, entrepreneurs are in need of creating new opportunity to raise capital for their entrepreneurship activities especially entrepreneurs in higher educational level.

There are numerous sources of capital available to entrepreneurs, including angel funding, bank financing, and alternative sources of financing such as government assistance programmes, bootstrapping, family and friend financing, microfinance, or supplier financing, to name a few (Bruton, Khavul, Siegel, & Wright, 2015; Denis, 2004; Klonowski, 2020). However, student business venture face various challenges particularly in funding their businesses due to knowledge gap and lack of creditworthiness. The availability of funds, in general, is considered a crucial factor to induce, or support, business ventures which is cultivated by this group of entrepreneurs (Kim, Aldrich, & Keister, 2006). Recently, there is a disruptive new form of entrepreneurial finance capital known as crowdfunding (Horta, Meoli, & Vismara, 2021; Madden & Choo, 2017). Therefore, this study will explain the availability of new alternative of raising capital which also gives impact to the development of entrepreneurship education in the context of higher education institutions.

This study is primarily focused on the financing alternatives for start-ups and small businesses, especially student entrepreneurs in higher education settings. In part, the problem lies in the lack of inadequate sources of capital for small businesses and business start-ups (Beaulieu et al., 2015) as well as mostly inexperienced students venturing into business in higher education settings (Cho, Lemon, Levenshus, & Childers, 2019). In contrast to bigger businesses, small businesses and start-ups find that because of their lack of debt history, it is difficult to get equity financing (Voelker & McGlashan, 2013). Additionally, lending institutions prefer older, established businesses with good collateral. Meanwhile, equity channels evidence a preference for a narrow range of business start-ups, usually with experienced entrepreneurs. Whether it is due to their size, lack of business history, or structural obstruction, small businesses and start-ups simply lack the financing options available to larger firms (Voelker & McGlashan, 2013). Therefore, many small business ventures obtain their initial, and ongoing, financing from personal savings, their friends, and families (Cosh, Cumming, & Hughes, 2009). Apart from those resources, entrepreneurs discovered that crowdfunding act as a new alternative of fundraising.

Methodology

To stimulate the study's information requirements, a suitable technique and instruments for data collecting and analysis must be implemented. As a primary research approach, qualitative research allows researchers to create rich portraits of their subjects. A case study approach is utilised in conjunction with semi-structured interviews to achieve the study's objective and purpose. By investigating a new source of entrepreneurial finance for student business initiatives in higher education institutions, five in-depth case studies were used to deduce theory from practise. Thus, the sample for this qualitative data collection methodology was drawn from all five higher education institutions (HEIs).

According to Yin (2009), case studies are preferable when the researcher wishes to expand and generalise theories (analytic generalisation) rather than simply identify frequencies (statistical generalization). Similarly, Eisenhardt (1989) asserts that there is no universal format for case study analysis. Typically, the procedure begins with the creation of a detailed description of each case, which serves as the basis for developing insights (Eisenhardt, 1989). While Yin (2014) made this point, qualitative data can be collected in a variety of ways. Thus, this study is based on interviews conducted in the sampled higher education institutions. Thus, case study research is a broad research technique that encompasses the development of a theoretical model, the collection of data, the analysis of data, and the design of research models. As a result, the data analysis in this study was carried out using Yin's (2014) five-phase cycle. Yin's five analysis phases are (i) compiling database, (ii) disassembling data, (iii) reassembling data, (iv) interpreting data, and (v) concluding.

Findings

Implementation of Alternative Financing using Online Crowdfunding

The lack of funds in Higher Education Institutions has resulted in many projects not being implemented properly. A reduction in funds has also forced top management at Higher Education Institutions to instruct the units under them to seek alternative financial resources. This happened to the management of Malaysian Higher Education Institutions after the government decreed that funds for public university financing would be given out in stages to reduce the dependency of Public Institutions of Higher Learning (IPTA) on government funds. The formula for disbursement is contained in the Malaysian Education Development Plan (Higher Education) PPPM (PT) 2015-2025 where it is one of the strategies implemented by the ministry to stimulate local Higher Education Institutions to generate their own income. Therefore, it is the responsibility of top management, in all Malaysian Higher Education Institutions, as well as the units under them, to find ways to overcome this issue of a lack of funds. One of the alternatives created by the HEIs includes establishing a mutually beneficial relationship, to network and leverage associations, with their external collaborators (i.e. business people and other agencies). Apart from that, there is an effort to introduce a new alternative source of financing; namely, crowdfunding at the higher education institution level for entrepreneurship purposes, and other purposes, such as repairing facilities, sponsoring student visit programs, and other projects. Therefore, in an effort to achieve the government's goal of increasing the number of graduate entrepreneurs and successfully conducting entrepreneurial activity without relying entirely on government funds, HEIs through their entrepreneurship centers have made crowdfunding a new platform of income generation.

Crowdfunding is an ongoing process that provides advantages to the students, not only for the purpose of raising funds, but it also provides entrepreneurial skill-sets. Basically, there are two types of crowdfunding approaches; namely, online crowdfunding and offline crowdfunding. An online crowdfunding platform, basically, uses the internet or Web 2.0 connection to advertise an entrepreneurship project, while an offline crowdfunding project uses the traditional ways of advertising, like signs, billboards, or ad space about the related project. In order to prepare students for the real world of entrepreneurship, crowdfunding programmes instruct students in the art of pitching their ideas to potential customers and investors online and in the management of their own crowdfunding campaigns. This approach has been practiced in every HEI in carrying out their entrepreneurial activities, including entrepreneurship competitions, creating, and promoting innovative products, and even in presenting the prototypes for the purpose of obtaining capital for commercialization. These activities have also been practiced in the traditional approach to entrepreneurship programs and activities. However, a traditional approach still has limitations in terms of a lack of extensive coverage from the public, which makes it difficult to achieve the main goal, which is to raise funds for commercial purposes. At the same time, crowdfunding provides the same opportunity but gives the advantage of getting funds, not only from the internal community, but also from the crowds around the world.

Table 1: Crowdfunding activity continuum for Entrepreneurship Education in Malaysian Higher Education Institutions (develop by author)

Crowdfunding level (activity continuum)	**HEI 1**	**HEI 2**	**HEI 3**	**HEI 4**	**HEI 5**
Pre-crowdfunding	Present	Present	Present	Present	Present
Post-crowdfunding	Present	Present	Present	Present	Not present

Based on the Table 1, there are two levels of the crowdfunding activity continuum; namely, pre-crowdfunding and post-crowdfunding practices, in Malaysian HEIs. The case studies show that four out of five institutions have used an online crowdfunding platform as a new method to generate income for many purposes, such as obtaining student visit program sponsorships, paying for tuition fees, sponsoring competition fees, repairing university facilities, and most recently for their entrepreneurship activities. The study indicates that HEI 1 has taken the great initiative to introduce an online crowdfunding platform as a new method to help their start-ups and spin-offs to acquire funds from the crowd, especially from their own university committees and alumni, for the purpose of their entrepreneurship programs. However, other HEIs also use the concept of crowdfunding but for purposes other than entrepreneurship. Most of the projects created using this crowdfunding method are because of the initiative of the students, themselves, and not through their entrepreneurship centers. For example, students in HEI 4 through their social entrepreneurship program, used crowdfunding methods for the purpose of raising funds to be channeled to those in need.

Discussion

Market and Commercial Potential

Crowdfunding offers many advantages to entrepreneurial individuals, whether they are experienced or young entrepreneurs. Crowdfunding is also expected to has an important role for promoting entrepreneurship and innovation activity, stimulate economic recovery and growth, and creating more jobs (Jegeleviciute & Valanciene, 2015). Due to these advantages, many governments seek ways to promote crowdfunding as an alternative for entrepreneurial finance. For example, Malaysian government through its arm, the Securities Commission of Malaysia had circulated the public consultation paper in August 2014 on the proposed crowdfunding regulatory framework. This action was taken to find the best regulatory framework for crowdfunding to be operated in Malaysia financial regulatory environment and demonstrate the Malaysian government effort to promote crowdfunding.

According to what has been demonstrated, crowdfunding offers several advantages to entrepreneurs and investors, while also supporting governments in filling the funding gap for entrepreneurial financing. Because of the novelty of crowdfunding (Ordanini et al., 2011; Jegeleviciute & Valanciene, 2015), its dynamic nature (Kuppuswamy & Bayus, 2015; Mollick, 2014), and the difficulties associated with regulating the industry (Bruton et al., 2015), extensive research should be conducted in order to gain a better understanding of the phenomenon and successfully formulate the best guideline that is appropriate for the country's environment (e.g., rules and regulations, norms of people, and the aspirations of the government).

Conclusion and Recommendation

By revealing various crowdfunding activities and considering the capabilities of HEIs to carry out implementation activities and their relevance to HEIs' successes when implementing crowdfunding, this study provides a deeper and more credible understanding of how crowdfunding serves as a viable source of financing for student entrepreneurs in HEIs. This study outlines its substantial qualitative study using a case study approach that provides a rich picture of crowdfunding in the context of Higher Education Institutions. Through analysis across these studies, this study presents a detailed account of the elements of crowdfunding implementation, specifically in the higher education institution's environment, the crowdfunding activity continuum, which unites all of them within a coordinated understanding of crowdfunding for Malaysian Higher Education Institutions.

This research is based on a case study technique, which allowed the researcher to examine each of the five higher education institutions in depth. This approach, on the other hand, raises the question of whether the selected HEIs are typical of HEIs in general. If future investigations progress in this direction, it is possible that they will include a quantitative analysis that will, possibly, expand upon the ideas that were highlighted in this study. Future studies should add more case study research to further our understanding and overcome the limitations of a small number of cases analysed because the objective was to perform explanatory research in the first place. It is possible that future research will concentrate on other study situations (for example, secondary education) in Malaysia or other developing countries.

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THE TRUST FACTORS THAT INFLUENCE ONLINE BUYERS ON E-COMMERCE

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Abstract: *Nowadays, E-commerce has grown rapidly in the market at the world. E-commerce bring many benefits and easy to our daily life. The benefits of internet give many business organizations a new chance and interrogate. But, there are many psychological and behavioral things such as trust, security of the business deal, unwilling to modify, and precedence for everyone to connector which seem to impede the growth of E-commerce. (Ali Khatibi et al., 2003). This research examines the trust factors that influences online buyers which is online buyers review, security and service quality on E-commerce in Tanah Merah, Kelantan. Data was collected from 350 respondents who had even do the online purchases. Descriptive analysis and reliability test was used to analyze data towards trust factors in Tanah Merah, Kelantan. This research also used quantitative through structured questionnaire.*

Keywords: *E-Commerce, Trust Factors, Online Buyer Review, Security, Service Quality.*

Introduction

E-commerce has growth rapidly in Malaysia and the whole world. E-commerce or electronic commerce is a business model that lets firms and individuals buy and sell things over the Internet (Andrew Bloomenthal, 2020). Nowadays, many firm that do the business through the e-commerce platform because it can save the time and more easily to introduce their business to the consumers from every country. Companies can quickly sell the product to the consumers from every country and get the large profit.

Major corporations like the Federal Administration and the Better Business Bureau have showed that one of the important factors that has been affect the successful proliferation of e-commerce is the trust of everyone in Internet stall (M.Falahat et al., 2019). Trust is a guardian relationship in which one party, known as a trustor, gives another party, the trustee, the right to take title to attribute or assets for the advantage of a third party (Julia Kagan, 2020). Therefore, trust is one of the serious factors that affect to the successful of e-commerce.

Trust is very important in the no face-to face business in nowadays. People will be afraid to buy from a stranger that do not even know in the reality life. This situation become more obvious when the business involved the money. Moreover, when have a person was deceived by the unscrupulous merchant, they will be afraid and will not trust the online buying anymore. They will spread the scam that they had go through and invoke others to not easily believe with the e-commerce platform. At the same time, many consumer was difficult to believe in online buying when they are not able to touch and feel the product.

This study is carry out to evaluate the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan. Besides, this study will determine the relationship between the online buyer review, security and service quality towards the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan. The results of this study will contributed for those parties to do more transform to get the online buyers trust in the way to generate more online buyer in Tanah Merah, Kelantan to follow the technology era.

There are three main objectives as follow:

1. To determine the relationship between online buyer review and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan.
2. To determine the relationship between security and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan.
3. To determine the relationship between service quality and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan.

Significance of the Study

The researcher

This research will contribute to other researcher to read and serve as the reference for their research. Hence, the researcher can see whether the online buyer review, security and service quality is the main reason that cause to the trust that influences online buyers on e-commerce in Tanah Merah, Kelantan. This will help the new researcher to get more knowledge and idea to suggest some recommendation for improvement.

Online Buyers

This study helpful for the government if they want to do entrepreneurial This study can help the online buyers to know what factor that cause them lack of trust on e-commerce. When they find out the reason, they can do more survey to make sure that making the online buying will also have the risk but they can do some exercise before doing the online buying and they do not need to reject directly to trust on e-commerce.

E-Commerce Retailers

This study is important to those firm that sell through the e-commerce platform because they can know the reason why the consumer is lack of trust to do the online buying. They can do some improvement to get the consumer trust so that they can increase the consumers trust in the way get the profit through the increase of sell.

Literature Review

Theory of Planned Behavior (TPB)

This study used the technology acceptance model (TAM) to explain for the acceptance of purchase on e-commerce platform in Tanah Merah, Kelantan. The model helps to predict users' acceptance of technology. This model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it (Wikipedia, 2020). The Technology Acceptance Model (TAM) framework was developed by (Davis, 1986). The model is an information systems theory that models how users come to accept and use a technology. TAM framework is chosen as the theoretical basis for developing of this research model.

Trust

Trust is a guardian relationship in which one party, known as a trustor, gives another party, the trustee, the right to take title to attribute or assets for the advantage of a third party (Julia Kagan, 2020). Trust is an important factor that exist in the business world, every people have the sense of trust in themselves so that the business can growth up smoothly. Every entrepreneur need to get the trust from consumers so that their business can be successful. Trust should not be challenge because when we disappoint someone's trust, it is very difficult to let them trust us against. Trust is the expectancy of people that they can rely on your word. It is built through integrity and consistency in relationship (Sarbah et al., 2013).

Consumer trust is more critical in e-commerce because the consumer cannot touch, feel, and smell the real product. The trust plays a vital role in the relationships between consumers and e-vendors (Fung & Lee, 1999). Moreover, there have an often mention the reason for consumers not purchasing from internet vendors is lack of trust (Petrovic et al., 2013). In general, the antecedents of trust can be categorized into four types, namely cognition-based factors, affect-based factors, experience-oriented factors, and personality-oriented factors (Kim, Ferrin & Rao, 2008). So that, according to this grouping, security, brand recognition and service quality can refer to cognition-based factors.

Online Buyers Review

Online buyer review can be defined as a type of product information created by user based on personal usage experience, can serve as a new element in the marketing communications mix and work as a free "sales assistants" to help consumers identify the products that best match their idiosyncratic usage conditions (Yubo.C & Jinhong.X, 2008). Online buyer review is one of the trust factor that influences online buyers on e-commerce. It is because, people will more believe in other people who had buy the product and use the product. When many of the consumer having a bad comment with the product that sell at e-commerce platform, other consumers will automatically give up to buy the product.

A survey by (Park and Lee, 2009) examined the impact of quality and quantity aspect of online reviews on purchase decisions and found that the quality of online review and the number of online reviews has a positive impact on purchase intentions. Furthermore, a study by (Cheung and Lee, 2008), suggested that positive online consumer reviews have a significantly stronger impact on the relationship between trust and intention to shop online than the negative online consumer reviews. Moreover, accordingly with the study by (Nadiah, 2017), the researcher had done the research about the factors that influencing customer's trust in online shopping among executives in a bank. Then the results shown that online consumer review significantly correlated with trust in online shopping. This situation shows that when a consumer saw or read a good review and positive feedback about the product, then they will automatically gain more trust for the company.

Security

Security in information technology (IT), is the defense of digital information and IT assets against internal and external, malicious and accidental threats. This defense includes detection, prevention and response to threats through the use of security policies, software tools and IT services (M.Bacon, 2017). Besides, security is very important for the enterprise and organizations in all industries. It is because, a weak security will show the compromised systems or data. For example, when an organizations have a weak security in their e-commerce platform, it will easily cause to threats situation happen as customer's detail be stolen. This situation will make the consumer afraid to buy through e-commerce platform against.

Based on the study (Skitsko & Ignatova, 2016), information security of the online website is a problem among all the online stores. Security is very important because it can make the e-commerce slow down the growth when the consumers have lost their trust and do not believe on e-commerce. Consumer always afraid that buy at e-commerce platform cannot get the protection of their privacy. They afraid that their privacy information as bank account number, address, Identity number will be stolen and use by others. Based on the study that done by (M. Falahat et al., 2019), the researcher done the research about a model for trust in e-commerce. The results show significant positive association between security and consumer trust. This situation explained that security is very important in the way to get the online buyers trust.

Service Quality

Service quality's definitions is the tend to focus on meeting customer needs and requirements or how well the service delivered meets their expectations (Lewis and Booms, 1983). Furthermore, service quality is an important aspect of e-commerce. It is because the online comparison of the technical features of products is essentially costless, feasible, and easier than comparisons of products through traditional channels, service quality is the key determinant for successful e-commerce (Jessica.S, 2003). Every organization need to have a good service quality when serve a customer. Customer will have a good image for those company that having a good service quality when they purchasing on e-commerce. It is because customer will loss the trust when buy through the e-commerce platform without touch, see and feel the product. When the retailer has a nice service quality such as explain nicely and fast response, the customer will become confident to trust at the retailer.

Moreover, from an e-service viewpoint, consumer trust is the concept that exists when one party has confidence in the other party's service quality (Wang & Zhang, 2016). Furthermore, the possibility of being able to interact with the seller to obtain more information about the product will influence the user's willingness to perform online transaction (Hoffman, Novak & Peralta, 1999). Based on the study that done by (M. Falahat et al., 2019), the researcher done the research about a model for trust in e-commerce. The results show significant positive association between service quality and consumer trust. Hence, this situation show that e-vendors should take important about the service quality. The organization or retailer that sell product through the e-commerce platform must always have a fast responses and professional feedback to the consumer in the way to show that their service quality can determine the level of consumer trust.

Research Hypothesis

The hypothesis of this study is based on the trust factors of online buyer review, security, and service quality that influences online buyer on e-commerce in Tanah Merah, Kelantan. Based on the study, the hypothesis will be created and to be tested:

H1 – There is the positive relationship between online buyer review and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan..
H2 – There is the positive relationship between security and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan.
H3 – There is the positive relationship between service quality and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan.

Research Framework

Based on the conceptual framework, there were three of the independent variables that used to measure the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan. The three independent variable (IV) is online buyer review, security and service quality. While the dependent variable (DV) is the trust factors. This conceptual framework is after adapting the following components and modified it into related components based on the study on the topic of this research.

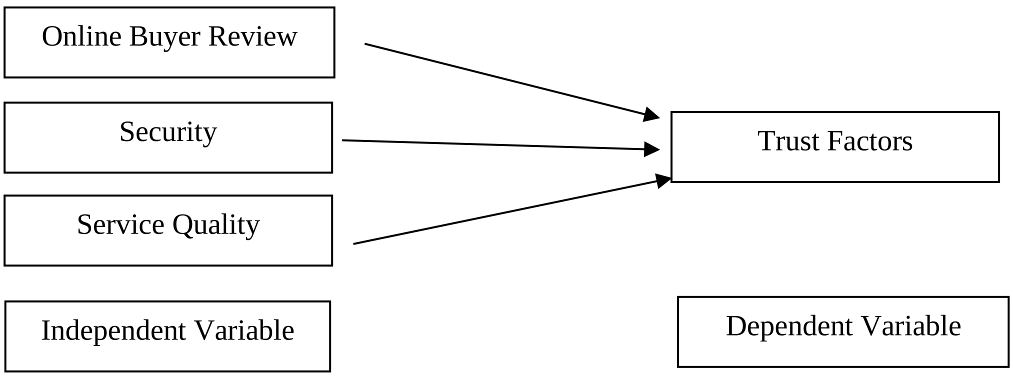

Figure 2: The trust factors that influences online buyers on e-commerce

Methodology

Research Design

This research will use the quantitative style to collect data at home by using the Google Form. the questionnaire that prepare to collect data have 3 part which is part A that will ask the information about the respondent profile and demographic characteristics, part B that referred to respondents' s information about the online buyer review, security and service quality that influence the trust factors on e-commerce and part C that referred to respondents' s information about the consumer trust to purchase on e-commerce website. For instance, researcher will use the nominal variable with the closed-ended type for the part A. While, for the part B and C, researcher will use the ordinal variable with the Likert Scale.

Researcher will use two types of way to get the data, which is the primary data and secondary data. Researcher find 350 of the respondents in Tanah Merah, Kelantan that have the online buying experience and between age 18-35 to answer the questionnaire and collect their answer as a data to complete this research. Besides, researcher will also find some secondary data as the reference for the definition and theorems.

Furthermore, researcher will collect data from 350 respondents based on rule of thumb by Roscoe (1975). From the rule, it stated that sample size must appropriate between 30 to 500 respondents because researcher cannot identify the accurate number for Tanah Merah's online buyer that age between 18-35 years. Next, non-probability sampling will be use in this study

Moreover, this study applied The Statistical Package of Social Science (SPSS) version 23.0 software to analyze all the data that been collected. Hence, the pilot test with the data from 30 respondents was carried out by researcher at the first to make sure that the relationship between dependent and independent variable are exceed 0.7 and reliable.

The second test is the frequency analysis that summarized the demographic profile of 341 respondents. The data will be show in pie chart and percentage. Next, mean analysis will be carried out to identify which questions is most acceptable by respondents with the highest mean value. And the last, Pearson's correlation coefficient analysis was adopted to examine the strength of the relationship between the dependent variable (trust factors) and independents variable (online buyer review, security, and service quality).

Research Finding

Reliability Test

Reliability test is the test that will tells us how unanimously a method measures something. When we apply the same method to the same sample under the same conditions, you should get the same results. If it, the method of measurement may be unreliable (Fiona Middleton, 2020).

Table 11: Results of reliability Cronbach's Alpha for the variables

Number of Questions	Study Variable	Cronbach's Alpha	Remarks
5	Online Buyer Review	0.853	Good
5	Security	0.873	Good
5	Service Quality	0.855	Good
5	Trust Factors	0.901	Excellent

Table 1 show the pilot test results using 30 responses to make sure the variable is stability before share the questionnaires. As be list above, the Cronbach's Alpha for the Online Buyers Review is 0.853, Security is 0.873, and the Service Quality is 0.855 (independent variable). While for the dependent variable's Cronbach's Alpha for Trust Factors is 0.901. Based on the results, all of the Cronbach's Alpha is above 0.8 and it means that these variable is good. Besides, the Cronbach's Alpha for the trust factors is above 0.90 and based on the guideline in chapter 3, it can be categories as excellent. As a conclusion, the Cronbach's Alpha reliability coefficients of independents and dependent variable in this study can be accept and have a good correlation.

Frequency Analysis

Descriptive analysis is the most emphasis first step for conducting statistical analysis. For this study, descriptive analysis was conducted for the demographic profile which want to summarized the background information of the respondents.

Table 2: Respondents' Demographic Profile

Demographic Profile		Frequency	Percentage (%)
Gender	Male	148	43.4
	Female	193	56.6
Race	Malay	150	44.0
	Chinese	158	46.3
	Indian	28	8.2
	Others	5	1.5
Age Group	18-23years old	192	56.3
	24-29years old	96	28.2
	30-35years old	53	15.5
Marital Status	Single	234	68.6
	Married	103	30.2
	Others	4	1.2
Educational Level	Primary School	2	0.7
	Secondary School	187	54.8
	Diploma	53	15.5
	Bachelor of Degree	99	29.0
	Master of Degree	0	0
	PHD	0	0
Monthly Income Level	Below RM1000	69	20.2
	RM1000-RM1999	215	63.0
	RM2000-RM2999	43	12.6
	RM3000-RM3999	11	3.2
	RM4000 Above	3	1.0

Table 2 show the demographic profile of gender, age, race, marital status, educational level and monthly income level. Based on the results, most of the respondents are female that age between 18-23. Besides, majority of the respondents were Chinese then follow by Malay, Indian and Others. Next, the marital status shows that, most of the respondents are single and have a secondary school educational level. Lastly, from the results of monthly income shows that most of the respondents' income level is between RM1000-RM1999.

Descriptive Analysis

In this section will present the descriptive analysis for all dependent and independent variable in the form of mean and standard deviation. This section can help researcher find out which questions is most acceptable by respondents with the highest mean value.

Table 3: Overall Descriptive Analysis

Item	N	Mean	Standard Deviation
Online Buyer Review	341	4.044	0.811
Security	341	3.698	0.943
Service Quality	341	3.984	0.838
Trust Factors	341	4.034	0.792

Based on the table 3, the mean value range is between 4.044 and 3.698. Online buyer review shows the highest mean value and its mean that most of the respondents acceptable with the online buyer review as the trust factors that influence the purchase decision on e-commerce. While Security is the lowest mean that might not be the factor that related toward the trust factors that influences online buyers on e-commerce.

Pearson's Correlation Coefficient Analysis

Pearson's correlation coefficient is a measure of strength of the association between the two variables, which is independent variables and dependent variable.

Table 4: Pearson' s Correlation Coefficient Analysis

		BR	S	SQ	TF
BR	Correlation Coefficient	1.000	.569**	.660**	.631**
	Sig. (2-tailed)	.	.000	.000	.000
	N	341	341	341	341
S	Correlation Coefficient	.569**	1.000	.597**	.528**
	Sig. (2-tailed)	.000	.	.000	.000
	N	341	341	341	341
SQ	Correlation Coefficient	.660**	.597**	1.000	.690**
	Sig. (2-tailed)	.000	.000	.	.000
	N	341	341	341	341
TF	Correlation Coefficient	.631**	.528**	.690**	1.000
	Sig. (2-tailed)	.000	.000	.000	.
	N	341	341	341	341

Based on the table 4, the Pearson's Correlation Coefficient results shows that the r value between Online Buyer Review (BR) and Trust Factors (TF) is 0.631. Next, the r value between Security (S) and Trust Factors (TF) is 0.528 while Service Quality (SQ) and Trust Factors (TF) is 0.690. Besides, all the p-value for the relationship is 0.000 which less than ($p<0.01$). Hence, all of the hypothesis for his study is accepted.

Discussion and Recommendation

Discussion of Hypothesis

The main purpose of this study is to determine the relationship between online buyer review, security, service quality and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan. The independent variable in this study is online buyer review, security, and service quality while the dependent variable is trust factors that influence online buyer on e-commerce. Based on the final results, it shows that there have significant relationship between independents variable and dependent variable.

Based on Pearson's Correlation Coefficient analysis, there is the positive relationship between online buyer reviews and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan. From the results, shows that the correlation coefficient of online buyer review with the trust factors is 0.631 and based on the rules of thumb about Correlation Coefficient Size, there is the strong correlation between online buyer review and the trust factors. Hence, online buyer review will directly influence the trust factor of online buyer purchases on e-commerce.

The second analysis of Pearson's Correlation Coefficient shows that there is the positive relationship between security and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan. From the results, shows that the correlation coefficient of security with the trust factors is 0.528 and based on the rules of thumb about Correlation Coefficient Size, there is the moderate strong correlation between security and the trust factors. Hence, security will directly influence the trust factor of online buyer purchases on e-commerce.

The third analysis of Pearson's Correlation Coefficient shows there is the positive relationship between service quality and the trust factors that influences online buyers on e-commerce in Tanah Merah, Kelantan. From the results, shows that the correlation coefficient of service quality with the trust factors is 0.690 and based on the rules of thumb about Correlation Coefficient Size, there is the strong correlation between service quality and the trust factors. Hence, service quality will directly influence the trust factor of online buyer purchases on e-commerce.

Implication of the Study

Based on some report, there have showed that the trust factors are the most important factors that influences the online buyer to purchase at e-commerce. So that, this study is conducted to let more people know which of the trust factors that influence online buyers at e-commerce and they can understand it and find the solutions.

Next, the implication of the study is this study also can give some contribute to the e-commerce sellers, online buyers and other researcher to see and know what of the reason that influences online buyers to purchase at e-commerce. E-commerce is grown rapidly in this whole and people have to accept it so that the economics of the country can grow fast too. Besides, when there have some disadvantage or harm using the e-commerce, people will reject it and it will cause to some effect for the country economy. Hence, this researcher also can contribute the little power in the e-commerce world.

Limitations of the study

Firstly, the limitations of the study are this study is only use the Tanah Merah area to collect the data and only aim to the young adult online buyers in Tanah Merah, Kelantan. So that the results will be different from other similar study. Researcher have not even found a research that have the same title and collect data at the same place. So that, this research can let people see the differentiation about the data from young adults in Tanah Merah and young adult in other state.

Next, the limitations of the study are not many trust factors that influences online buyers on e-commerce can be found in the previous study. So that, some of the data for the study is difficult to be found and researcher need to find more information to support this study. Based on the previous study, it usually collected data from other country and the behavior between country was different, so that researcher need to be carefully in the way to search the data to support this study.

Lastly, the limitations of the study are this study was done and collect data by researcher alone in a short time that been given. Researcher need to complete this research alone in a short time with collect the data from large amount of respondents, do the survey to make sure that this hypothesis is acceptable and need to make sure that the data that been collect from respondents is the truly answer so that the results will not be affect. Hence, researcher can learn and get more experience in the way to done the research.

Recommendation/Suggestion for Future Study

Based on the limitation of the study, some recommendations have been made for researchers who might carry out similar research in the future. Firstly, researcher only focused on the young adults in Tanah Merah and not the big city. So that, this research cannot represent for the whole young adults in Malaysia. Therefore, researcher suggest that this study can be more interesting if others researcher can target the respondents from every stage in Malaysia. This is due to others can see the answer of the trust factors that will influence online buyer on e-commerce in Malaysia.

Furthermore, this research was conducted based on young adult online buyers which aged between 18-35 who have even made the online purchase. This category of young adults is consisted the generation Y. So that, researcher suggest that the future researcher can conduct to others generation as generation Z. This is because, nowadays, e-commerce grown rapidly in Malaysia and generation Z will be the generation that most familiar with the e-commerce platform. Therefore, the trust factors that will influence online buyer will be different with the choice of generation Y and maybe the future researcher can get more interesting results from the research.

Besides, the target in this research is the young adults that have even made the online purchase on e-commerce. Hence, researcher give the suggestion for future researcher that conduct the similar research can target the platform on e-commerce that online buyers usually will use. For example, the e-commerce platform as Lazada, Shopee, WowShop, Goshop and more. This is due to identifying that the different online platform will give the different trust factors that will influences online buyers.

Lastly, the future researcher can conduct the similar research with using the different independent variable. This is because, the researcher found out that there have many others trust factors that will influences online buyers on e-commerce. Hence, future researcher can use others independent variable to get the more interesting and different results. That all of the suggestion and recommendation that researcher can give.

Conclusion

Nowadays, e-commerce has grown rapidly in Malaysia and also contribute to the increase of economic. But there have certain reason that cause to people still afraid to purchase through e-commerce. This situation affected to the successful proliferation of e-commerce in Malaysia. Hence, in this chapter, the researcher has explained about the finding of the hypothesis results and discuss about the research questions.

Based on the previous study, there have one article that conclude the affected to the successful proliferation of e-commerce is the trust factors. People do not believe in purchase on e-commerce platform because there have many trust factors that affect them. So that, this research is aim to find out which trust factors have affect people to purchase on e-commerce. From all the analysis that be do in chapter 4, researcher get the results and will discuss the finding in this chapter.

From the findings, researcher find out that there was the positive relationship between online buyer review, security and service quality with the trust factors. Hence, this situation shows that online buyer review, security and service quality was the trust factors that will influence online buyers purchase at e-commerce. Furthermore, other party as online buyers, future researcher and e-commerce retailer can find out the reason why people does not believe in the online buying so that they can any change to avoid this situation happen in the future.

Besides, researcher also conducted the recommendation for the future researcher so that they can learn and get more information on this research. Not at all, the limitation of this study also be list to let more people can see it and learn it. In sum, all of the independent and dependent variable in this study show a positive results and its mean that the results can be acceptable, reliable and significant.

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