

E-PROCEEDING POSTGRADUATE RESEARCH CONFERENCE PRC2023

“Sustainable Education & Human Well-Being”

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Organized by:



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PRC 2023 Universiti Sains Islam Malaysia (USIM), Nilai, 71800 Negeri
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First Published in 2024 by

Faculty of Leadership and Management
Universiti Sains Islam Malaysia
Bandar Baru Nilai, 71800, Nilai,
Negeri Sembilan, Malaysia

National Library of Malaysia

E-Prosiding FKP PRC 2023 (PRC 2023),
Faculty of Leadership and Management,
Universiti Sains Islam Malaysia
Bandar Baru Nilai, 71800, Nilai,
Negeri Sembilan, Malaysia

E-ISBN: 978-629-7636-27-6

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PREFACE

Postgraduate Research Conference (PRC2023) is organized by Faculty of Leadership and Management, Universiti Sains Islam Malaysia (USIM). The theme for PRC2023 is "Sustainable Education & Human Well-being". This conference encouraged postgraduate students in improving and upgrading their knowledge as well as information towards completing their studies. It also aims to assist and guide the postgraduate students in producing high-impact research as well as to share the results and findings of the research to the public. This proceeding compiled all extended abstract from various disciplines including the fields of social science and education, counselling psychology and human development, media and communication, Islamic studies, history and civilization, as well as leadership and management.

With ongoing Industrial Revolution (IR5.0), a lot of challenges & problems arise from various aspects of life. These issues need to be recognised and researched to produce novel findings for community wellbeing. Therefore, the success of PRC2023 and the publication of this e-proceeding is one of the evidences of hard and persistent efforts of students assisted by lecturers, in generating new ideas, facts, and approaches resulted from writing in the form of concepts and research. Indirectly, this will enable the PRC2023 to fulfil the gaps and needs in our community. It is hoped that it will become a reference and source for all students, academicians and researchers.

PRC2023 Committee

FOREWORD



Assalamualaikum wbkh,

First and foremost, I would like to express my gratitude to Allah swt, our merciful god, for the blessing and the courage that enable us to organize the conference of Postgraduate Research Conference 2023 successfully up until the end. Next, I would like to thank Dr. Abdul Rashid as the Program Director, Assoc Prof Dr. Mohd Rosmizi, Dr Roslizawati, committee members and the faculty for assisting this conference until it successfully completed. Not to forget, I am also thankful to the postgraduate Masters and PhD students who have been seriously involved in presenting in the conference be it through hibrid platform or face to face presentation.

At a glance, USIM's Faculty of Leadership and Management has various fields of study programs such as subjects related with da'wah, aqidah, counseling, communication and most recently is the tourism course. PRC 2023 is a platform for students to present their research findings by presenting their research methodology and results obtained from their research. In this 21st century, I believe there are many new presenting issues that needs to be studied and thus there is the importance of the researchers consisting of students and lecturers to work hand in hand to produce new discoveries.

As the Dean of the Faculty, I am honored to be able to host the opening ceremony which has over 100 participants and presenters. This marks an extraordinary celebration even though it was organized on a small scale. With the theme of 'Sustainable Education and Human Well-being', which emphasizes lifelong education and life-work balance, I believe this conference is a benchmark for all of us to take care of our health and stay fit to ensure the quality of society's thinking is competitive and advanced. Finally, I thank to those who have attended the conference and shared your experience around the table. It has been an engaging, fruitful, constructive and and a good exchange of ideas amongst the postgraduate students in these two days of conference. May Allah swt bless you all. Wassalam.

Prof. Dr. Mohd Yahya Mohamed Ariffin
Dean,
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