

ICA REGIONAL CONFERENCE 2018

“Media Transformation: Shifting Paradigms & Global Challenges”

24th – 25th October 2018 | Shah Alam, Selangor, Malaysia

PROGRAMME

DAY 01 - WEDNESDAY, 24TH OCTOBER 2018 - DEWAN BESTARI

7:30 am – 8:00 am	Arrival of Guests Registration
8:00 am – 9:00 am	Breakfast
9:00 am – 9:10 am	Opening Recitation of Doa
9:10 am – 9:20 am	Speech by Dean of Faculty of Communication and Media Studies, Universiti Teknologi MARA, Malaysia Professor Dr Azizul Halim Yahya
9:20 am – 9:30 am	Speech by International Communication Association Representative Professor Dr Ang Peng Hwa, Nanyang Technological University, Singapore
9:30 am – 9:40 am	Opening Gimmick & Montage Presentation
9:40 am – 11:40 am	PLENARY SESSION 1 “Media Transformation: Shifting Paradigms and Global Challenges” Panelists: <ol style="list-style-type: none">1. Professor Dr Ang Peng Hwa, Nanyang Technological University, Singapore2. Professor Dr Azizul Halim Yahya, Universiti Teknologi MARA (UiTM), Malaysia3. Associate Professor Dr Dorien Kartikawangi, Atma Jaya Catholic University, Jakarta, Indonesia4. Datuk Ahmad Izham Omar, Chairman of Communication and Multimedia Content Forum & CEO of Primeworks, Media Prima Berhad Moderator: Dato Seri Professor Dr Syed Arabi Iddid, International Islamic University Malaysia & Member of Persatuan Pendidik Komunikasi Malaysia
11:40 am – 11:45 am	Short Break

SESSION 1: 24TH OCTOBER 2018 | 11.45AM - 1.00PM

PANEL 1 : JOURNALISM

Venue : Cendekia 5 Room

Moderator : Prof. Dr. Mokhtar Muhammad, Universiti Teknologi MARA

Graphics Visualization in Printed Media

(How The Use of Technology Influences Journalism Culture)

Sri Syamsiyah Lestari Sjafiie; Prof Pawito; Prof Widodo Muktiyo; Dr. Sri Hastjarjo, Universitas Sebelas Maret Surakarta, Indonesia

Exploring The Coverage of Science by Philippine Online News Media: Towards Effective Science Reporting

Jon Benedik A. Bunquin, University of the Philippines, Philippines

Truth and Deception: A Content Analysis of Fake News Articles in The Philippines

Faith Justine F. Balbido, Geomyr De Jesus Delarmente; Dyan Marie S. Delos Reyes; Christine Ann Amante-Gamboa; Madelyn Garcia, University of the Philippines, Philippines

PANEL 2 : ADVERTISING

Venue : Cendekia 7A Room

Moderator : Abdul Hamid Mohamad, Universiti Teknologi Malaysia

The understanding of Sad Appeal – Advertisement Among Audiences in Klang Valley, Malaysia

Dr. Mohd Shahnawi Muhmad Pirus; Sara Yazmin Zulqahar, Universiti Teknologi MARA, Malaysia

The Relationship Between Political Advertising and Voting Decision: A Structural Equation Modeling

Suhaimee Saahar @ Saabar Mohd; Associate Professor Datuk Dr. Ismail Sualman; Professor Dr. Mohd Adnan Hashim, Universiti Teknologi MARA, Malaysia

The Influence of Political Advertising on Young Voters Sensemaking Process

Suhaimee Saahar @ Saabar Mohd; Associate Professor Dr. Ismail Sualman; Professor Dr. Mohd Adnan Hashim, Universiti Teknologi MARA, Malaysia

PANEL 3 : PUBLIC RELATIONS (1)

Venue : Cendekia 7B Room

Moderator : Melina Mahpuz, Universiti Teknologi MARA

Crisis Communication for Business Sustainability: A Case Study Concerning On-Line Transportation in Indonesia

Dr. Dorien Kartikawangi, Atma Jaya Catholic University of Indonesia, Indonesia

A Context-based Analysis for Effective Public Relations Campaign on Antimicrobial Resistance in Malaysia

Dr. Adamu Abbas Adamu, Curtin University, Malaysia

Dr. Nuurrianti Jalli, Universiti Teknologi MARA, Malaysia

Fit Malaysia: Examining The Characteristics of Health Related Campaign in Social Media

Suffian Hadi Ayub, Sunway University, Malaysia

Prof. Dr. Azizul Halim Yahya, Universiti Teknologi MARA, Malaysia

Mohammed Rezal Hamzah, Universiti Malaysia Perlis, Malaysia

Mohd Zamri Abu Bakar, Universiti Kuala Lumpur, Malaysia

Dr. Massila Hamzah, Universiti Teknologi MARA, Malaysia

1:00 pm – 2:00 pm

Lunch

SESSION 2: 24TH OCTOBER 2018 | 2.15PM - 3.30PM

PANEL 4 : MEDIA ISSUES

Venue : Cendekia 5 Room

Moderator : Khairun Nizam Muhammad Yusuff, Universiti Teknologi MARA

The communicative interaction between organizational management and employees during crisis. An empirical evidence from Africa. Adamu Abbas Adamu, Curtin University, Malaysia Bahtiar Mohamad, Universiti Utara Malaysia, Malaysia
Reframing Disaster Communication Approaches: A Systematic Review Dennis John F. Sumaylo; Marianne D. Sison, RMIT University, Australia
Through The Cracks of Democracy: The Representation of Transgender People in The Malaysian Press Vijaya Sooria Sangaran Kutty, Sunway University, Malaysia

PANEL 5 : PUBLIC RELATIONS (2)

Venue : Cendekia 7A Room

Moderator : Haslita Ismail, Universiti Teknologi MARA

Integrated Marketing Communication: An Insight into Its Evolution Dr. Aida Mokhtar; Ms. Souhaila Ilyass, International Islamic University Malaysia, Malaysia
Examining The Use of Social and Emerging Media in Public Relations Practices: A Comparison Between American and Malaysian Practitioners' Perspectives Chuan Tek Pheung; Lim S.S., Tunku Abdul Rahman University College, Malaysia Lee C.E. (Catherine), Sunway University, Malaysia
Public Inclination Towards Waste Segregation Programme (A Case Study on The Effectiveness of #Asingkan Campaign in Klang Valley) Intan Abida Abu Bakar; Srikumar K. Ramayan; Vijaya Sooria Sangaran Kutty, Sunway University, Malaysia
Government Social Media In Indonesia: Just Another Information Dissemination Tool Ika Karlina Idris, Ohio University, United States of America

PANEL 6 : YOUTH AND MEDIA

Venue : Cendekia 7B Room

Moderator : Dr. Wan Hartini Wan Zainodin, Universiti Teknologi MARA

Accessing Religious Content from an Intolerant Place: Understanding Bantenese Youth Online Religious Behavior in the Rise of Radicalism in Indonesia Yearry Panji Setianto; Husnan Nurjuman; Uliviana Restu Handaningtias, Sultan Ageng Tirtayasa University, Indonesia
The Influence of Mobile Phone Addiction on Academic Performance among Students in Sekolah Menengah Seksyen 7, Shah Alam Prof. Dr. Mokhtar Muhammad; Aris Abdul Rahman, Universiti Teknologi MARA, Malaysia
Expert Views on Memobilia, Digital Asset and Digital Inheritance Awareness Among Young Adults in Malaysia Anuar Ali, Universiti Teknologi MARA, Shah Alam, Malaysia Mohd Azul Mohamad Salleh; Normah Mustaffa, Universiti Kebangsaan Malaysia, Malaysia
Motivation and Financial Literacy: A Study of Malaysian University Students Abdul Hamid Saifuddin; Melina Mahpuz; Baby Anusha Nur Mohammed Thaheer; Mohd Nur Najmi Nuji; Dr. Wan Norbani Wan Noordin; Jalilah Jaafar Sidek; Profesor Dr. Kiranjit Kaur, Universiti Teknologi MARA, Malaysia

SESSION 3: 24TH OCTOBER 2018 | 3.30PM - 4.45PM

PANEL 7 : CORPORATE SOCIAL RESPONSIBILITY

Venue : Cendekia 5 Room

Moderator : Rani Chandra Oktaviani, The London School of Public Relations, Indonesia

The Sarawak Digital Economy and The Organizational Sensemaking Process of CSR: A Conceptual View Dayang Aizza Maisha Abang Ahmad; Professor Dr. Jamilah Hj. Ahmad, Universiti Sains Malaysia, Malaysia
Corporate Social Responsibility (CSR) A Strategy for Corporate Sustainability: An Analysis of CSR Prime Minister Award Winners Karmilah Abdullah; Professor Dr. Jamilah Hj. Ahmad, Universiti Sains Malaysia, Malaysia
Social Enterprise and CSR: A Case Study of Social Change Agents in Singapore Ng Ai Sian, Nanyang Technological University, Singapore Dr. Marianne D. Sison, RMIT University, Australia

PANEL 8 : POLITICAL COMMUNICATION

Venue : Cendekia 7A Room

Moderator : Dr. Massila Hamzah, Universiti Teknologi MARA

Does Social Media Impact the Voting Behaviour? A Case Study of the Use of Social Media by Political Parties in State Legislative Assembly Election of Punjab 2017 Dr. Rubal Kanozia; Robin Jindal, Central University of Punjab, India
Contrarian Approach to Lobbying: Bridging the Information Asymmetry and Bounded Rationally in Decision Making in the Legislative Process Dr. Sreeram Gopalkrishnan, Symbiosis International University, India
Barisan Nasional in GE 14: Miscalculating The Political Campaign Profesor Dr. Syed Arabi Idid, International Islamic University Malaysia, Malaysia
Predicting the Behavior of Young Voters in the Election: A Case Study of Gubernatorial Election in Jakarta, Indonesia Prida Ariani Ambar Astuti, Atma Jaya Catholic University of Indonesia, Indonesia

PANEL 9 : CULTURE AND MEDIA (1)

Venue : Cendekia 7B Room

Moderator : Mohd Amirul Akhbar Mohd Zulkifli, Universiti Teknologi MARA

Prehistoric Creations On the Rock in Goa: Evolution of Human Language and Culture Through an Ethnographical Study Sunil Gajanan Mahajan; Dr. Hemalatha Jain, Symbiosis International University, India
'Other'ing within India: A Narrative Inquiry into Cross-Cultural Adaptation of the Northeast Indian Citizens in Bangalore, Karnataka, India Dr. Triveni Goswami Mathur, Symbiosis International University, India
The Identity Negotiation Strategies of Local Minority Religious Groups (The Contextualization of Co-Cultural Communication Theory) Turnomo Rahardjo; Hapsari Dwiningtyas Sulistyani; Lintang Ratri Rahmiaji, Diponegoro University, Indonesia

4:45 pm – 5:15 pm	Refreshments
6:00 pm – 8:00 pm	NETWORKING DINNER

DAY 02 - THURSDAY, 25TH OCTOBER, 2018 – DEWAN BESTARI

8:00 am – 9:00 am	Breakfast
9:00 am – 10:15 am	CONFERENCE WORKSHOP: “Positioning yourself as a Top Social Influencer” by members of Top Voices Malaysia (TVM) Ida Hanim, Founder of Ida Hanim Asia EQ Solutions Azleen Abdul Rahim, Marketing Strategist, Blogger and a Partner at NSE PLT Dr A.J.Minnai, Chief Marketing Officer, The Silver Surfing Goofball

10:15 am – 10:45 am	Refreshments
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10:45 am – 12:45 pm	PLENARY SESSION 2: Media for Social Transformation: Sustainability Initiatives Panelists: <ol style="list-style-type: none"> 1. Her Excellency Vicki Treadell CMG MVO, High Commissioner, British High Commission Kuala Lumpur 2. Professor Dr. Triveni Goswami Mathur, Symbiosis International University, India 3. Professor Dr Kiranjit Kaur, Universiti Teknologi MARA, Malaysia 4. Liz Kamaruddin, Managing Director, Strategic Communications, FTI Consulting Global 5. Dr. Jasmine Begum, Director Legal, Government and Corporate Affairs, Microsoft Malaysia, Indonesia and Emerging Markets Moderator: Professor Dr Mohd Adnan Hashim, Universiti Teknologi MARA
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12:45 pm – 2:00 pm	Lunch
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SESSION 4: 25TH OCTOBER 2018 | 2.00PM - 3.15PM**PANEL 10 : CULTURE AND MEDIA (2)****Venue : Cendekia 5 Room****Moderator : Dennis John F. Sumaylo, RMIT University**

Conceptualizing Public Diplomacy Application Through Digital Communication in The Era of Industrial Revolution 4.0, Big Data and Internet of Thing (IOT) Dr. Noor Nirwandy, Universiti Teknologi MARA, Malaysia
Urban Toys as A New Alternative Media to Promote Indonesian Culture Rani Chandra Oktaviani; Fadlin Nur Ichwan, The London School of Public Relations, Indonesia
Making Space for Religion in Islamic Television Production Studies Dr. Nur Kareelawati Abd Karim, Universiti Sains Islam Malaysia, Malaysia

PANEL 11 : COMMUNICATIONS STUDIES (1)

Venue : Cendekia 7A Room

Moderator : Abdul Hamid Saifuddin, Universiti Teknologi MARA

The Relationship Between Supervisory Communication and Job Satisfaction of Employees in Small and Medium Enterprises (SMEs) Dr. Zaridah Abdullah; Mohd Nazri Ibrahim, Universiti Teknologi MARA, Malaysia Dr. Md Azalanshah Md Syed, University of Malaya, Malaysia Muhammad Amanullah Yatim, Universiti Teknologi Petronas, Malaysia
Rewards and Job Performance Among Employees in Organization Dr. Ahlam Abdul Aziz; Nurin Syazwani, Universiti Teknologi MARA, Malaysia
Environment Communication: Learning A Lesson of Media Use for Environment Awakening from an Indian Experiment Dr. Rubal Kanozia, Central University of Punjab, India
Communicating "Pride" in Indonesia's Workplace Nia Sarinastiti, Atma Jaya Catholic University of Indonesia, Indonesia

PANEL 12 : SOCIAL MEDIA

Venue : Cendekia 7B Room

Moderator : Dr. Nuurrianti Jalli, Universiti Teknologi MARA

Impact of Social Media on Handloom Crafts Dr. Hemalatha Jain, Symbiosis International University, India
Self-Censorship and the Spiral of Silence on Social Media in the Kyrgyz Republic Dr. Bahtiyar Kurambayev, KIMEP University, Kazakhstan Laura Schwartz-Henderson; Dr. Kenneth M. Winneg, University of Pennsylvania, USA
Dependency and Tabayyun On Social Media Towards Behaviour Among Youth Associate Professor Dr. Ali Salman, Taylor's University, Malaysia Nur Azira Binti Rameli, Universiti Kebangsaan Malaysia, Malaysia
The Understanding of Catfishing Phenomenon among Social Networking Sites Users in Malaysia Dr. Mohd Shahnawi Muhmad Pirus; Amir Ridzuan Mohammad, Universiti Teknologi MARA, Malaysia

PANEL 13 : COMMUNICATIONS STUDIES (2)

Venue : Tinta Room

Moderator : Associate Professor Datuk Dr. Ismail Sualman, Universiti Teknologi MARA

Exploratory Case Study Toward Developing an Information-Emotion-Action Framework to Understand Mediated Interpersonal Communication During Crises Ng Ai Sian; Prof Richard Seyler Ling, Nanyang Technological University, Singapore
New Media Impact on Family Institution: Comparative Consequences between Urban and Rural Settings in Sabah Dato' Professor Dr. Mohd Hamdan Adnan, Universiti Malaysia Sabah, Malaysia
The Role of Peer Education to Communicate the Effective Message for Improving Knowledge and Addiction Prevention Lisa Esti Puji Hartanti; Andina Dian Dwifatma; Dr. Elisabeth Rukmini; Natalia Puspawati Parawita Ayu, Atma Jaya Catholic University of Indonesia, Indonesia
New Media & Social Influencer Engagement on Lifestyle and Political Content Associate Professor Dr. Saraswathy Chinnasamy; Anida Mohd. Tahrir, Universiti Teknologi MARA, Malaysia

3:15 pm – 3:45 pm	Refreshments
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CONFERENCE CLOSING (DEWAN BESTARI)	
3:45 pm – 3:50 pm	National Anthem
3:50 pm – 4:20 pm	Keynote Address Datuk A. Kadir Jasin (P.J.N), Media and Communication Adviser in the Prime Minister's Office.
4:20 pm – 4:30 pm	Speech by Vice Chancellor of UiTM Emeritus Professor Dato' Dr. Hassan Said, Universiti Teknologi MARA, Malaysia
4:30 pm – 4:40 pm	Speech by ICA Representative Professor Dr Ang Peng Hwa, Nanyang Technological University, Singapore
4:40 pm – 4:50 pm	Presentation of Token of Appreciation
4:50 pm – 5:00 pm	Closing Speech Professor Dr Azizul Halim Yahya, Dean, Faculty of Communication and Media Studies, Universiti Teknologi MARA, Malaysia
5:00 pm – 5:30 pm	Refreshments Conference Ends