

# ESTEEM

## Journal of Social Sciences and Humanities

Volume 5, No. 1, April 2021



**ESTEEM**  
JOURNAL OF SOCIAL SCIENCES AND HUMANITIES

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# **ESTEEM**

## **JOURNAL OF SOCIAL SCIENCES AND HUMANITIES**

### **Journal Description**

Introduced in 2017, ESTEEM Journal of Social Sciences and Humanities is an official journal of Universiti Teknologi MARA (UiTM) Cawangan Pulau Pinang with a registered e-ISSN 2600-7274. It is an open-access journal which published articles both in English and Bahasa Malaysia. Initially, it published once a year from January 2017 to December 2020, but revised its publication frequency to twice a year starting January 2021. The journal adheres to traditional standards of double-blind peer review with an average acceptance rate of 40 percent. Currently, the journal does not charge any article processing fees for manuscript submitted personally by authors.

### **Aim and Scope**

The aim of ESTEEM Journal of Social Sciences and Humanities is to serve as a platform for scholars, practitioners, and policy makers to exchange new knowledge and ideas in areas related to social sciences and humanities. The journal provides an avenue for scholars and practitioners to document unpublished original manuscripts related to emerging issues, developments and trends that examine how people interact, integrate, behave and influence the world around them. Specifically, the journal aims to provide new knowledge on the relationships between individuals and societies, as well as the operation and progression of societies in the 21<sup>st</sup> century.

The key topics covered in the journal relate to emerging issues, trends and challenges that shape individuals' perceptions, attitudes and behaviours across societies, businesses, industries, and governments worldwide. As the journal covers two separate but interrelated areas of social sciences and humanities, authors are welcomed to submit manuscripts that systematically investigate questions around humanities development namely language, linguistics, culture, arts, religion, health and wellbeing. For social sciences, the journal invites manuscripts that are related to human psychology and sociology in areas of education, law, political science, business, hospitality, among others.

### **Frequency of Publication**

- January 2021 to present: ONE (1) volume TWO (2) issues per year, published in April and September.
- January 2017 to December 2020: ONE (1) volume ONE (1) issue per year, published in November.
- The publication frequency of the journal does not include special issues.

## Duration of Publication Process

Based on current practice, the publication process takes approximately within 90 – 120 days. All manuscripts are processed accordingly:

- Review Process (within 30 days after the closing date)
- Notification of Acceptance (within 10 days after the review process)
- Revision (within 30 days after the manuscript acceptance)
- Copy Editing (within 10 days after final revision)
- Publication (within 10 days after the copy-editing process)

## Peer Review Process

ESTEEM Journal of Social Sciences and Humanities relies on effective peer review processes to uphold not only the quality and validity of individual articles, but also the overall integrity of the journal. To maintain the quality, the journal practices a double-blind peer review consisting of at least two to three peer reviewers per manuscript. All reviewers from various expertise are on voluntary basic. Throughout the double-blind review process, the editors hide both reviewer and author identities from one another. To facilitate this, the editors need to ensure that the manuscripts are processed in a way that does not give away the identity of its author. The editors make sure that the manuscript does not include names or affiliations of the author. This ensures the manuscript is judged fairly, keeping bias out of the equation. Both author and reviewer also benefit from some degree of protection against criticism.

## Abstracting and Indexing



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# TABLE OF CONTENT

## Editorial Note

*Anderson Ngelambong*

- |          |   |       |
|----------|---|-------|
| <b>1</b> | <b>The Potential of Online Bulletin Platforms for Language Teaching in Classrooms</b>   | 1-14  |
|          | <i>Aini Faridah Azizul, Munirah Izzati Ismail, Pishaza Othman and Wan Ainin Sofiya Wan Azlan</i>  |       |
| <b>2</b> | <b>Credibility of Political Marketing on Social Networking Sites in Malaysia: Youth Perspectives</b>  | 15-25 |
|          | <i>Azwan Ahzran Perman</i>  |       |
| <b>3</b> | <b>Character Portrayal and Malay Women Characters in Malay Classical Cinema during Studio Era: ‘Musang Berjanggut’ (1959), ‘Tun Fatimah’ (1962)</b> | 26-39 |
|          | <i>Muhammat Md Noh and Mastura Muhammad</i>   |       |
| <b>4</b> | <b>Benefits and Side Effects of Energy Drink Consumption among University Students</b>  | 40-47 |
|          | <i>Siti Khuzaimah Ahmad Sharoni, Athirah Surib, Nur Fashihah Shahrul and Nuraina Zawani</i>   |       |
| <b>5</b> | <b>Critical Thinking Skills among Nurses at a Private Hospital in Penang: A Quantitative Study</b>  | 48-55 |
|          | <i>Nordianna Seman and Yeap Wei Lin</i>   |       |
| <b>6</b> | <b>Emotional Intelligence as Predictor of Students’ Academic Performance</b>  | 56-66 |
|          | <i>Wong Sook Khuan and Pouline Koh Chai Lin</i>   |       |
| <b>7</b> | <b>A Look into the Word Order of Malay and Mandarin Compound Words/Phrases</b>  | 67-75 |
|          | <i>Hoe Foo Terng, Lim Teck Heng, Mah Boon Yih and Rasaya Marimuthu</i>  |       |
| <b>8</b> | <b>A Zero-Waste Concept of Multifunctional Clothing Design</b>  | 76-87 |
|          | <i>Mohammad Shafirul Riza Ibharim and Rosita Mohd Tajuddin</i>  |       |

- 9 Purchase Intention of Tourism Products and Services Promoted Through Facebook among Millennial in Malaysia** 88-100  
*Ivyany Hindirek Hendirek, Mira Suzana Abdul Satal, Viviana Lorin, Nur Murniza Mohd Zaidi and Nurafiqah Mohamad Musa*
- 10 Managing Stress from the Perspectives of al-Ghazali and al-Dihlawi** 101-115  
*Nur Syazana Adam, Noraini Junoh, Zulkarnain Yusof, Syed Hadzrullathfi Syed Omar, Abdul Manam Mohamad and Mohd Nazri Mat Zin*
- 11 Instructional Technologies Facilitating Open Distance Learning: Environment, Interaction, and Academia** 116-125  
*Suhaida Halamy, Nurfaizah Kamarudin and Mohsinin Mohsin*
- 12 COVID-19: Travel Intention and Restoring Travellers' Confidence** 126-140  
*Christy Bidder, Muhammad Zulhazmi Aidi, Leanne Marian Hong, Boyd Sun Fatt, Silverina Anabelle Kibat, Spencer Hedley Mogindol, Shareen Dina Daniel and Silviana Emelda Jailani*
- 13 Elucidating a Muslim Scholar's Speech Skills through Digital Storytelling: A Qualitative Content Analysis** 141-148  
*Rofiza Aboo Bakar*
- 14 Phonological Nativisation of Malaysian English in the Cartoon Animation Series "Upin and Ipin: The Helping Heroes"** 149-160  
*Nur Fatima Wahida Mohd Nasir and Hajar Abdul Rahim*



## EDITORIAL NOTE

On behalf of the Editorial Team of ESTEEM Journal of Social Sciences and Humanities (EJSSH), I am pleased to present the journal's Volume 5, Issue No. 1, April 2021. In total, we have received 39 manuscripts for this issue, mainly from Malaysian scholars and a few from Thailand and Indonesia. This is a 60 per cent increase from the previous issue. A total of 14 manuscripts were accepted for publication after the review process, representing a 36 per cent acceptance rate. All these are promising signs and would not have been possible without the continuous support from the editorial team and the intellectual generosity of the authors, reviewers, and readers. We are glad to announce that the journal is now indexed in the Malaysian Citation Index (MyCITE) and in the process of getting indexed by different academic database platforms. Starting from January 2021, the journal will publish two issues per year (April and September) due to the growing numbers of manuscripts received.

One of the primary goals of this journal is to publish manuscripts from diverse international scholars that will help enrich further the discourse on the EJSSH. In line with the aspiration, we are expanding our editorial team to address the gaps and further enhance this journal. We are happy to announce Professor Dr Cihan Cobanoglu from the University of South Florida Sarasota-Manatee, USA, and Professor Dr Noel Scott from the University of Sunshine Coast, Australia, as international advisors of this journal. Professor Dr Cihan Cobanoglu is a Fulbright Specialist commissioned by the Fulbright Commission, which is part of the U.S. Department of State's Bureau of Educational and Cultural Affairs and World Learning. Equally distinguished, Professor Dr Noel Scott is on the Editorial Board of more than ten journals and a fellow Australasian Tourism and Hospitality Education Council. With their support, the journal will strengthen its international presence and reputation. Also joining the international advisory board is Professor Dr Luthfiyah Nurlaela from Universitas Negeri Surabaya, Indonesia, Assoc. Prof. Dr Xiang Ying Mei from Inland Norway University of Applied Sciences, Norway, Assoc. Prof. Dr Lutfi Atay from Canakkale Onsekiz Mart University, Turkey, and Assoc. Prof. Dr Ann Suwaree Ashton from the National Institute of Development Administration, Thailand. Their involvement in the Editorial Board will help further boost the internationalisation of the journal globally.

Finally, we hope you will enjoy reading the issue as much as we have enjoyed producing it. We welcome any constructive feedback and comments towards the journal's long-term improvement. Once again, we would like to extend our gratitude to all contributors, namely the authors, reviewers, and Editorial Team members, whose efforts have made this issue possible. Together, we make it great.



**Editor-in-Chief**

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