




اوتو سنيوا تيكنولوگي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

# PJI EDGe

DIVISION OF RESEARCH &  
INDUSTRIAL LINKAGES

FOR



# PJI EDGE

JAN - DEC 2020  
VOL. 5

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# FOREWORD

In the name of Allah, the Most Merciful and Most Gracious.

Assalamualaikum Warahmatullahi Wabarakatuh and Salam Sejahtera.

First and foremost, I would like to sincerely congratulate the committee members of the Bulletin Unit for all the initiatives and hard work in producing the fifth edition of the PJI EDGe 2020.

As the world struggles with unprecedented change, UiTM Cawangan Melaka is not exempted from adapting to the new norm in the academic world. Nevertheless, as an endeavor to ensure research, publication, consultancy, entrepreneurial activities, community work, and industry linkages activities stay relevant as our main goals, the drive must strive on and continue to take place.

Despite all of these obstacles and challenges, it is indeed tremendous that academicians, researchers, and staff from UiTM Melaka have imparted their time and effort to partake in various world-class research, innovation, consultation, and publication projects.

Last but not least, I want to express my gratitude to the conscientious PJI teams who are genuinely committed to meet the indicators specified. I wholeheartedly understand that it is not easy to achieve the university's objective in this challenging situation. May all your good deeds are accepted and may Allah reward all of us with His blessings.



PROF. DR ABD HALIM BIN MOHD NOOR  
RECTOR  
UITM CAWANGAN MELAKA

# FOREWORD

In the name of Allah, the Most Merciful and Most Gracious.

Assalamualaikum Warahmatullahi Wabarakatuh.

The highest gratitude to Allah S.W.T because upon His blessing, the publication of the fifth edition of the PJI EDGe bulletin is made possible. Congratulations to the hardworking committee for successfully publishing a bulletin covering the achievement of 4 units of PJI: Industrial, Community, Alumni, and Network (ICAN), Research Management Unit (RMU), Malaysian Academy of SME and Entrepreneurship Development (MASMED), and Journal and University Publication (JPU).

From March 2020 until the end of 2020, we are all in the time of the COVID-19 pandemic. Despite the Movement Control Order (MCO) imposed following so many constraints and challenges, PJI is still able to achieve the targets set in the aspect of publication of indexed articles, signed several MoUs (Memorandum of Understanding) with local and international institutions, successfully held webinar series, industrial linkages, as well as entrepreneurial development.

Finally, a word of appreciation is extended to the office of the Rector, the four units of PJI, and the dedicated staff of PJI who have equally helped and work hard to succeed in all programs, striving hard to raise PJI achievements throughout 2020. Without the countless efforts and involvements of all, we may not achieve all of the indicators stated.



PROF. TS. DR SHAFINAR BINTI ISMAIL  
DEPUTY  
RESEARCH & INDUSTRIAL LINKAGES  
UITM CAWANGAN MELAKA

# COMMITTEE

## PATRON

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MOHD NOOR  
RECTOR  
UiTM CAWANGAN MELAKA

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## CHAIRMAN

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ISMAIL  
DEPUTY  
RESEARCH & INDUSTRIAL  
LINKAGE  
UiTM CAWANGAN MELAKA

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MOHD HALIM BIN MAHPHOT  
COORDINATOR  
JURNAL AND PUBLICATION  
UNIVERSITY

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NOOR RAFHATI BINTI ROMAIHA

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NOR MASLIA RASLI BINTI SAMUDIN  
NURHAFIZAH MOHD BINTI ZOLKAPLI  
SITI NORASHIKIN BINTI BASHIRUN

05

06

## LANGUAGE

DR AMEIRUEL AZWAN BIN AB AZIZ

## GRAPHIC DESIGN

NOOR RAFHATI BINTI ROMAIHA

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## ABOUT JPU

The Unit of Journal and University Publications (JPU) was established in 2015, following the re-structuring of the PRISMa Unit. The main functions of JPU are to manage the lecturers' scholarly publications, and the periodical publications by Research and Industrial Linkages Department. There are five sub-units in JPU, namely: (i) Journal; (ii) University publications; (iii) PRISMa; (iv) Bulletin; and (v) Conference.

The main objectives of JPU are:

- To cultivate a writing and publishing culture among the lecturers.
- To coordinate scholarly programs organized by the faculties or campus.
- To establish and manage a journal published by UiTM Cawangan Melaka.
- To improve the authorship quality of lecturers.

The main responsibilities of JPU :

- Conduct training or workshops that are related to scholarly publications.
- Manage and maintain the PRISMa system.
- Verify records entered by lecturers in the PRISMa system.
- Manage the publication process of PJI EDGe.
- Organize and coordinate conferences, seminars or symposiums.

# LIST OF JOURNALS PUBLISHED BY UITM CAWANGAN MELAKA FOR YEAR 2020

<https://journal.uitm.edu.my/ojs/index.php/AJoBSS>

Chief editor: Prof. Dr. Shafinar Ismail

Managing editor: Dr. Koe Wei Loon

Nurul Ezaili Elias

ACADEMIC  
JOURNAL OF  
BUSINESS AND  
SOCIAL  
SCIENCES

E-JOURNAL OF  
ISLAMIC  
THOUGHT AND  
UNDERSTANDING

<http://ejitu.uitm.edu.my/v4/>

Chief editor:

Assoc. Prof. Dr. Hj. S. Salahudin

Hj. Suyurno

Managing editor: Abdul

Qayyum Abdul Razak

JOURNAL OF  
ISLAMIC  
PHILANTHROPY  
& SOCIAL  
FINANCE

<https://cipsf.my/index.php/publications/journals/jipsf/>

Chief editor: Assoc. Prof. Dr. Mohammad Saladin Abdul  
Rasool

Managing editor: Dr. Mohd Faizal P. Rameli

MALAYSIAN  
JOURNAL OF  
MEDIA & SOCIETY

<https://www.ejoms.com/>

Chief editor: Assoc. Prof. Dr. Abdul Rauf

Hj. Ridzuan

Managing editor: Mr. Hj Hilmi b. Bakar,

Mdm. Rosilawati Sultan Mohideen

INTERNATIONAL  
JOURNAL OF  
ART & DESIGN

<https://melaka.uitm.edu.my/ijad/>

Chief editor: Associate Prof Dr Azahar Harun

Managing editor: Dr Liza Marziana Mohammad Noh,

Nurkhazilah Idris, Ilinadia Jamil, Mohd Zaki Mohd

Fadil, YM Tengku Shahril Norzaimi Tengku

Hariffadzillah

## SUMMARY OF INDEXED PUBLICATION FOR YEAR 2020 UITM CAWANGAN MELAKA

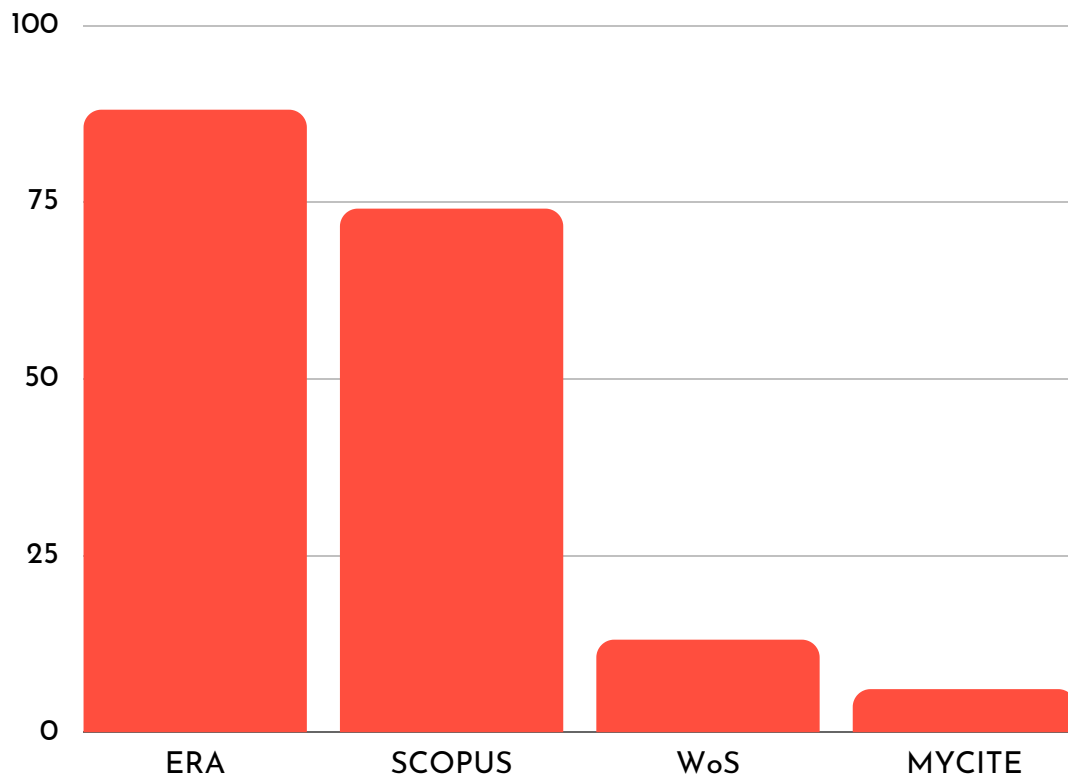


CHART 1.1: TOTAL PUBLICATION BY INDEX FOR THE YEAR 2020



88



74



13



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# TOTAL PUBLICATION FOR YEAR 2020

KAMPUS ALOR GAJAH, UiTM CAWANGAN  
MELAKA

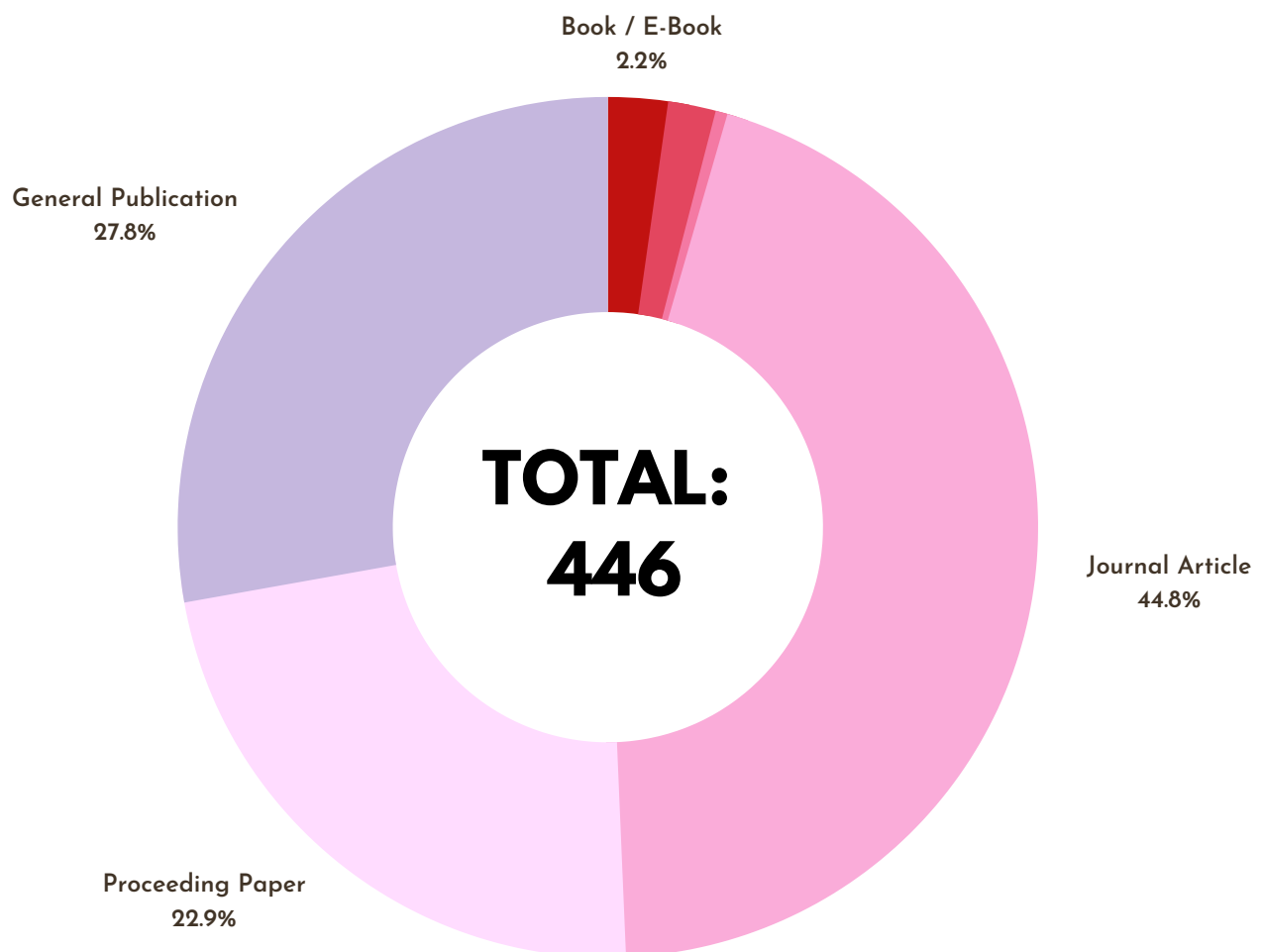


CHART 1.2: TOTAL PUBLICATION FOR THE YEAR 2020

Source: PRISMa Database, 2020



# TOTAL PUBLICATION FOR YEAR 2020

KAMPUS BANDARAYA, UiTM CAWANGAN  
MELAKA

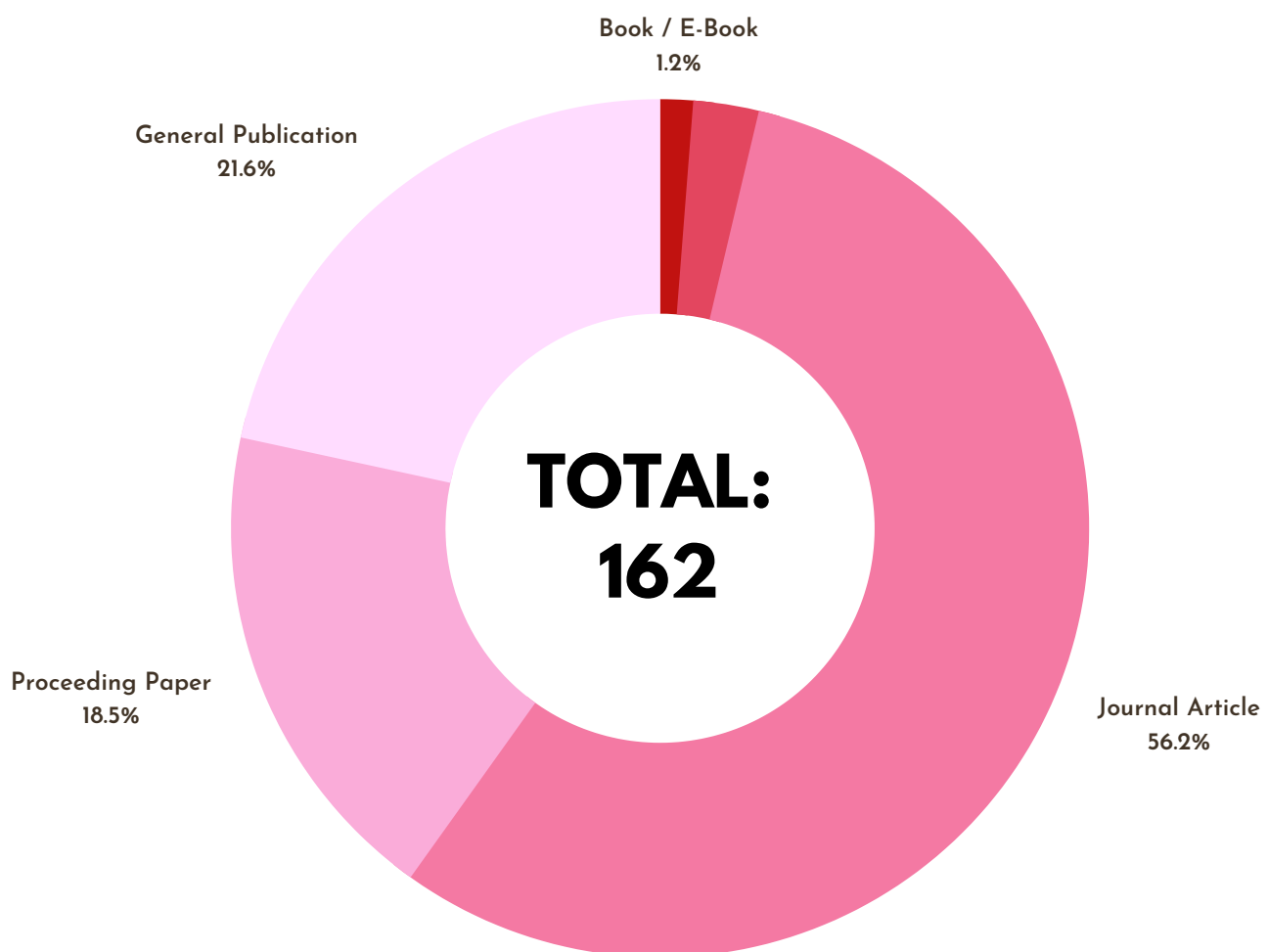


CHART 1.3: TOTAL PUBLICATION FOR THE YEAR 2020

Source: PRISMa Database, 2020

# TOTAL PUBLICATION FOR YEAR 2020

KAMPUS JASIN, UiTM CAWANGAN MELAKA

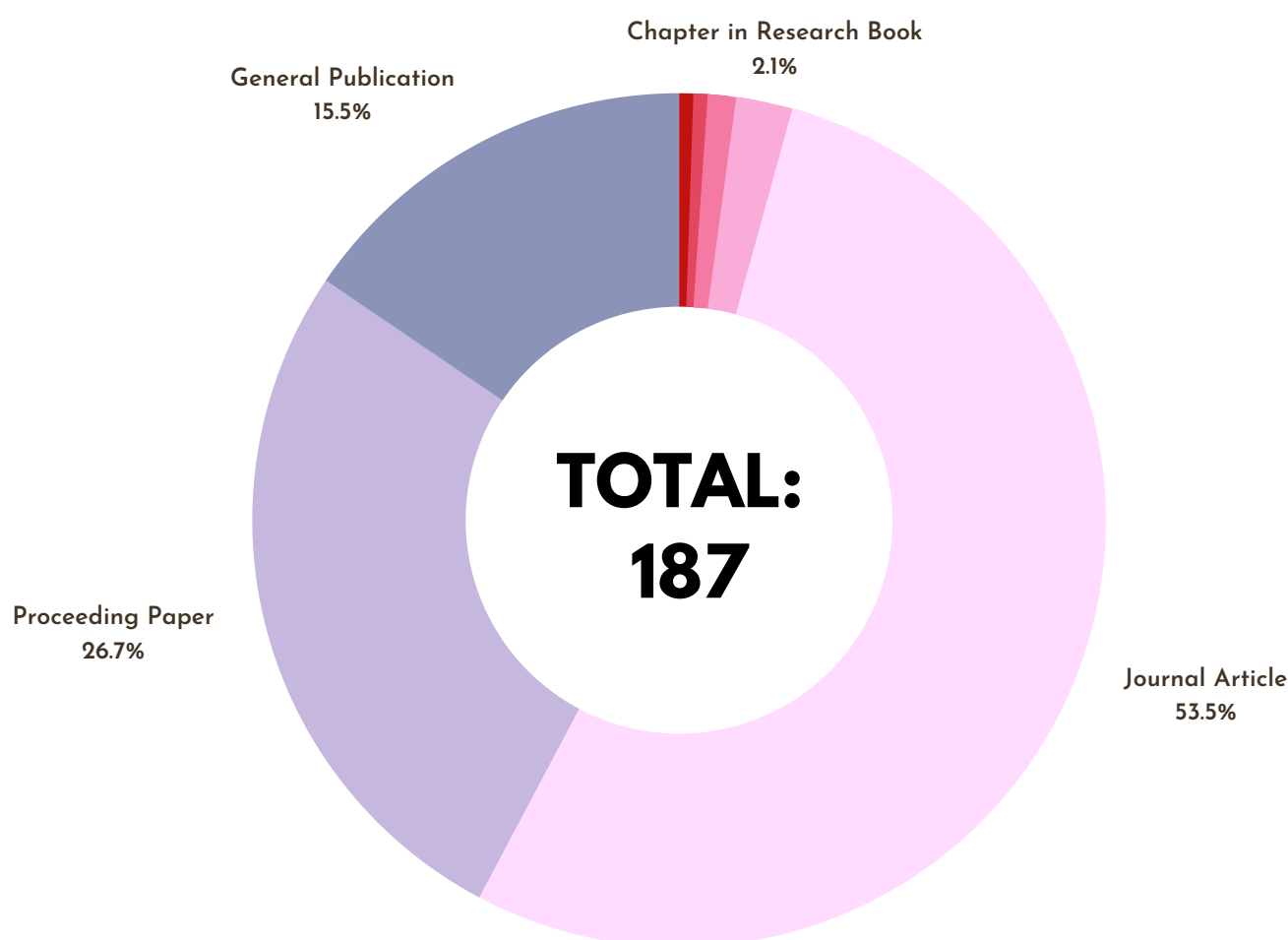
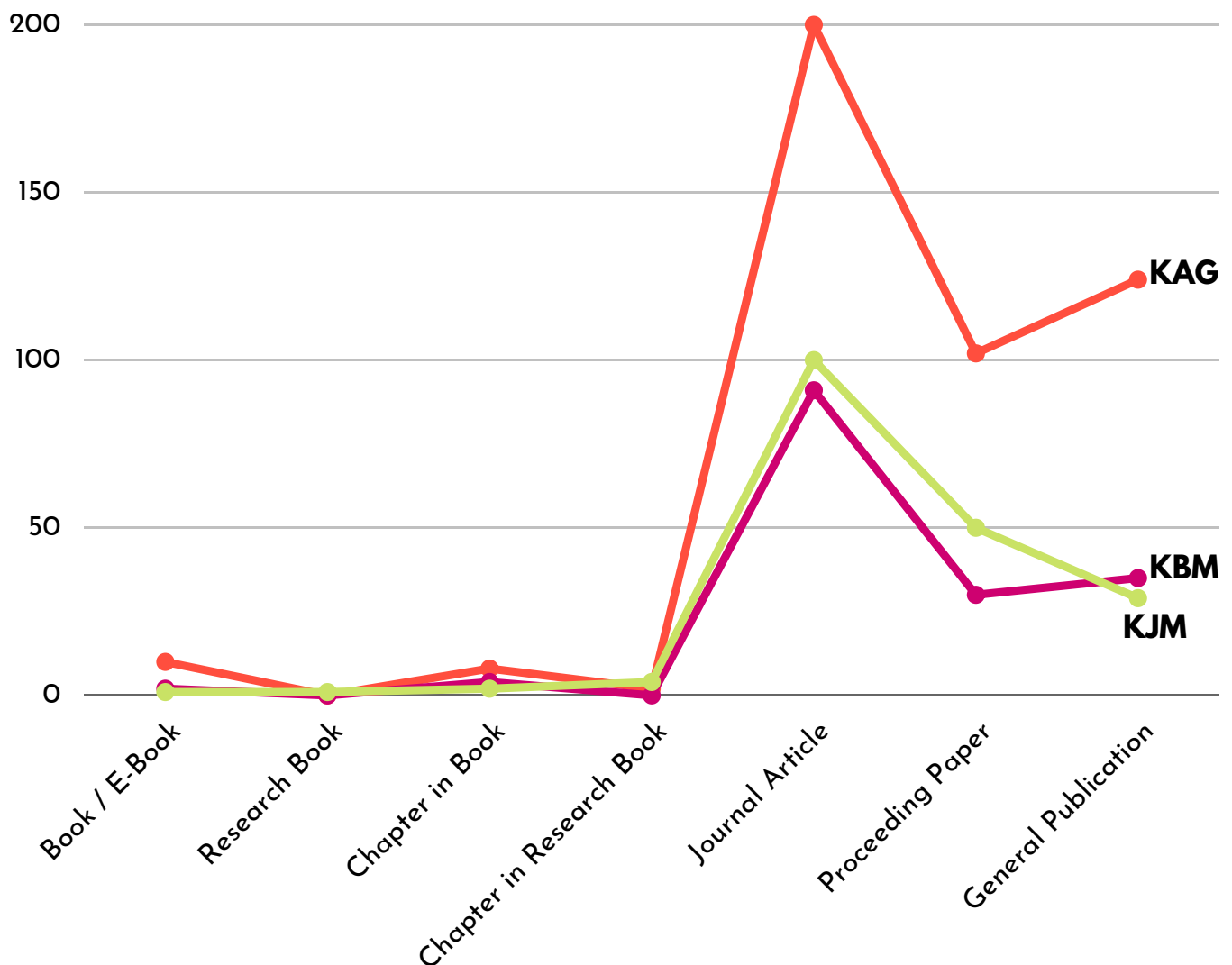


CHART 1.4: TOTAL PUBLICATION FOR THE YEAR 2020

Source: PRISMa Database, 2020

# SUMMARY OF TOTAL PUBLICATION FOR YEAR 2020

UiTM CAWANGAN MELAKA



Source: PRISMa Database, 2020

# **SUMMARY OF TOTAL PUBLICATION FOR YEAR 2020**

**UiTM CAWANGAN MELAKA**

Book / E-Book: 10  
Research Book: 0  
Chapter in Book: 8  
Chapter in Research Book: 2  
Journal Article: 200  
Proceeding Paper: 102  
General Publication: 124



**KAG**



**KBM**

Book / E-Book: 2  
Research Book: 0  
Chapter in Boo: 4  
Chapter in Research Book :0  
Journal Article: 91  
Proceeding Paper: 30  
General Publication: 35

Book / E-Book: 1  
Research Book: 1  
Chapter in Book: 2  
Chapter in Research Book: 4  
Journal Article: 100  
Proceeding Paper 50  
General Publication: 29



**KJM**

## ABOUT RMU

Research Management Unit (RMU) is one of the main units under the Division of Research and Industrial Linkages. There are four main subunits under RMU. (1) Grant (Private and Government) Unit, (2) Innovation and Commercialization Unit, (3) Consultancy and Research Contract Unit and (4) Centre of Excellence Unit. The Reporting Unit is an ad-hoc unit under RMU.

### Grant (Private and Government) Unit

This unit is set up to encourage and facilitate research activities through organizing training programmes, sharing sessions and coordinating internal resources to support the research activities. This unit actively shares any information and updates regarding opening of grant application from any organisations. Moreover, this unit also organizes yearly internal assessment workshop to help the lecturers polish their Fundamental Research Grant Scheme (FRGS) application.

### Innovation and Commercialization Unit

The main activity under this unit is to organize the Melaka International Intellectual Exposition (MIIEEx), that is the innovation competition. Apart from that, this unit is also responsible to identify and select innovation products for commercialization and application of intellectual property (IP). Besides, several innovation related workshops are held with the purpose of communicating important information regarding the procedures and documents needed in applying for the IP.

### Consultancy and Research Contract Unit

The main objective of this unit is to share information and to provide trainings in relation to consultation projects which cover basic briefing, financial management and marketing of expertise. Through the unit, more consultation projects could be developed and more collaboration with government agencies, private companies, statutory bodies and multinational companies could be established.

### Centre of Excellence Unit

This unit is responsible to assist any lecturers who wish to set up the special interest group (SIG). It helps with the submission process and monitor the status for each SIG submission with the Research Management Centre in Shah Alam. The establishment of SIG at each faculty level will help to enliven the research activities and produce more publications of research work.

## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
1	Perlantikan sebagai Perunding Projek Bengkel Pengajaran dan Pembelajaran Subjek Law 240, Law 346 dan Law 299 di Kolej Professional Baitulmal Kuala Lumpur MAIWP (KPBKL)	Marziana Binti Abd Malib	N/A	Kolej Profesional Baitulmal Kuala Lumpur (Sharifah Binti Idris)	16/12/2019	500.00
2	Pelantikan sebagai Perunding Projek bagi Bengkel Pengajaran dan Pembelajaran Subjek Law 240, Law 346 dan Law 299 di Kolej Professional Baitulmal Kuala Lumpur MAIWP (KPBKL)	Salmiah Binti Salleh	N/A	Kolej Profesional Baitulmal Kuala Lumpur (Sharifah Binti Idris)	16/12/2019	500.00
3	Penceramah Bulanan Surau Al- Mukminun	Muhammad Anwar Fahmi Hari Das Bin Abdullah	N/A	Surau Al-Mukminun Taman Kasa Heights (Tn. Zaibol Matsup)	26/03/2020	200.00
4	Penceramah Pembangunan Modal Insan Belia dan Remaja India Malaysia	Muhammad Anwar Fahmi Hari Das Bin Abdullah	N/A	Universiti Kebangsaan Malaysia (Shatviika Sri A/P Kolandavelu)	07/03/2020	300.00
5	Membuat Bacaan Prof dan Suntingan Bagi Kertas Kajian Bertajuk: Real - Time Webrtc - Based Application For Psychological Support During Covid - 19	Mohd Amirul Bin Atan	N/A	Fakulti Sains Komputer dan Matematik (Nor Aimuni Md Rashid)	01/06/2020 - 02/06/2020	170.00
6	Membuat Bacaan Prof dan Suntingan Kertas Kajian Bertajuk: Soil Moisture for Plant Irrigation: A Botanic Tourism Sustainability During Covid - 19 Pandemic	Mohd Amirul Bin Atan	N/A	Fakulti Sains Komputer dan Matematik (Dr. Khyrina Airin Fariza Abu Samah)	30/05/2020 - 31/05/2020	150.00
7	Perunding Modul Kemahiran Media (Media Skills Module)	Siti Najah Raihan Sakrani	Anisafina Binti Maidin Nur Nasliza Arina Binti Mohamad Nasir	Institut Diplomasi Dan Hubungan Luar Negeri (IDFR) (Institut Diplomasi Dan Hubungan Luar Negeri (IDFR))	23/09/2020 - 25/09/2021	10,000.00

## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
8	Membuat Bacaan Pruf dan Suntingan bagi Kertas Kajian Bertajuk: The Algorithm Design for Developing Ontology - Based MCQ Generator (MCQ - G)	Mohd Amirul Bin Atan	N/A	Fakulti Sains Komputer dan Matematik (Dr. Noor Hasimah Ibrahim Teo)	08/06/2020 - 09/06/2020	170.00
9	Membuat Bacaan Pruf dan Suntingan bagi Kertas Kajian Bertajuk: Integration of Instructional Models and Learning Styles with Open and Distance Learning Environment	Mohd Amirul Bin Atan	N/A	Fakulti Sains Komputer dan Matematik (Puan Zuhri Arafah Zulkifli)	26/06/2020 - 29/06/2020	1,500.00
10	Membuat Bacaan Pruf dan Suntingan bagi Kertas Kajian Bertajuk: A Possibility of Using the Waqaf for the Sustainability of Tourism Sector: A Qualitative Approach	Mohd Amirul Bin Atan	N/A	Fakulti Pengurusan dan Perniagaan (Profesor Dr. Shafinar Ismail)	03/04/2020 - 07/04/2020	150.00
11	Membuat Bacaan Pruf dan Suntingan bagi Kertas Kajian Bertajuk: Undergraduates' Learning Habits Amid Covid - 19 Pandemic: A Pilot Study	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Ts. Nurulhuda Ghazali)	13/06/2020 - 14/06/2020	170.00
12	Penasihat Kewangan di Psa Prisma Enterprise	Wan Musyirah Binti Wan Ismail	N/A	Psa Prisma Enterprise (Puteri Salina Amran)	01/01/2020 - 30/12/2022	200.00
13	Pelantikan 'Young Motivator Selection 2020'	Mohd Ab Malek Bin Md Shah	N/A	Universiti Teknologi MARA (Puan Che Manisah Binti Che Mohd Yusof)	7/3/2020	50.00
14	External Examiner for Diploma in Accountancy	Salina Abdullah	N/A	Melaka International College Of Science And Technology	11/11/2019	1,500.00



## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
16	Customer Services Trainer	Aziean Binti Jamin	N/A	Norhana Worldwide Trading Sdn Bhd (Puan Siti Syafiah Norhana Mohd Nor)	11/01/2020	150.00
17	Bengkel UiTMPG Go Global Workshop	Abdul Rahim Bin Ridzuan (Dr.)	N/A	Universiti Teknologi MARA (Pm Dr. Ir. Bahardin Baharom)	03/02/2020	150.00
18	Kursus Pakej Khas Bahasa Mandarin Siri 1 Kumpulan 1 bagi Warga Kerja Pejabat Kementerian Perdagangan dalam Negeri dan Hal Ehwal Pengguna (PKPDNHEP) Negeri Melaka	Lai Yuh Ying	Gan Kiat Chien	Pejabat Kementerian Perdagangan dalam Negeri dan Hal Ehwal Pengguna (PKPDNHEP) Negeri Melaka (Nurul Asshiqah Nazri)	07/07/2020 - 19/08/2020	1,500.00
20	Panel Assessor For Profesional Accreditation	Abdul Rahim Bin Ridzuan (Dr.)	N/A	Multimedia Universiti (Profesor Dr. Wong Eng Kiong)	06/02/2020 - 06/02/2021	500.00
21	Bengkel Penulisan Geran FRGS Kluster Sains Sosial	Abdul Rahim Bin Ridzuan (Dr.)	N/A	Universiti Teknologi MARA (Profesor Dr. Mohd Ilham Adenan)	21/01/2020	600.00
22	Consultancy Services PHd Student (Uniten) Session 4	Abdul Rahim Bin Ridzuan (Dr.)	N/A	Univeristi Tenaga Nasional (Mr. Jad Alkareem Mahmoud Alhyan)	23/01/2020	150.00
23	Kursus Asas Sains Komputer (Ask) dan Sains Komputer (Sk)	Nor Fadilah Tahar	Nor Azylia Ahmad Azam Chew Chiou Sheng Fadilah Ezlina Shahbudin	Malaysia Digital Economy (MDEC) Mydigitalmaker (Johan Termizi)	02/09/2020 - 04/09/2020	14,000.00

## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
24	Bengkel Winning the FRGS Grant	Abdul Rahim Bin Ridzuan (Dr.)	N/A	Universiti Teknologi MARA (Pm Dr Abdul Jalil Mohamed Ali)	07/02/2020	500.00
25	Pentaksiran Tingkatan 3 (PT3) 2019 Matapelajaran: Pendidikan Seni Bidang: Seni Visual - 62	Shaliza Binti Dasuki	N/A	Kementerian Pendidikan Malaysia Lembaga Peperiksaan (En. Hapizi Miskam)	22/07/2019 - 02/08/2019	300.00
26	Pemandu Pelancong di Sekitar Melaka	Ezwani Binti Azmi	N/A	Impian Terbang Resources (Puan Noorazilah Azahar)	03/10/2020 - 04/10/2020	150.00
27	Program Hosca Online Course Sories 2: Grooming for Interview	Ezwani Binti Azmi	N/A	Universiti Islam Antarabangsa Sultan Abdul Halim Mu'Adzam Shah (Encik Adie Effendi Bin Zulkefli)	22/09/2020 - 23/01/2021	150.00
28	Membuat Bacaan Prof dan Suntingan Bahasa bagi Kertas Kajian Bertajuk: Factors Influencing Facebook Users' Behavioural Intention towards Involvement in Home Garden Project During Covid-19	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Ts.Dr. Siti Rahayu Abdul Aziz)	01/06/2020 - 02/06/2021	150.00
29	Membuat Bacaan Prof dan Suntingan Bahasa bagi Kertas Kajian Bertajuk: Gamification Model in Health Awareness Campaigns to Drive Behaviour Change in Defeating Post Covid 19 Pandemic	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Dr. Nurul Hidayah Mat Zain)	01/06/2020 - 02/06/2021	150.00
30	Membuat Bacaan Prof dan Suntingan bagi Kertas Kajian Bertajuk: Relationship between Learning Habits and Socioeconomic Status: A Covid – 19	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Ts. Nurulhuda Ghazali)	13/07/2020 - 14/07/2020	170.00

## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
31	Penceramah Inovasi dalam Pembelajaran dan Pengajaran	Mohamad Idham Bin Md Razak	N/A	Sekolah Kebangsaan Kuala Pilah (Encik Mohd Sahib Rahmat)	11/03/2020	200.00
32	Membuat Bacaan Pruf dan Suntingan Bahasa bagi Kertas Kajian Bertajuk: Ejava Chatbot for Learning Programming Language: A Post - Pandemic Alternative Virtual Tutor	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Dr. Noor Hashimah Ibrahim Teo)	21/06/2020 - 22/06/2020	170.00
33	Kursus Pakej Khas Bahasa Mandarin Siri 1 Kumpulan 1 bagi Warga Kerja Pejabat Kementerian Perdagangan Dalam Negeri Dan Hal Ehwal Pengguna (PKPDNHEP) Negeri Melaka	Lai Yuh Ying	Gan Kiat Chien	Pejabat Kementerian Perdagangan Dalam Negeri Dan Hal Ehwal Pengguna (PKPDNHEP) Negeri Melaka (Nurul Asshiqah Nazri)	07/07/2020 - 19/08/2020	1,500.00
34	Program Komunikasi Berkesan dan Pembinaan Sakinah	Muhammad Anwar Fahmi Hari Das Bin Abdullah	N/A	Yayasan Taqwa Wilayah Persekutuan MAIWP (Ustaz Muhammad Muhaimin Yusoff)	11/10/2020	200.00
35	Panel Penasihat Akademik bagi Pogram Diploma Pengurusan Perniagaan Kolej Universiti Agrosains Malaysia (UCAM)	Rosfadzimi Binti Mat Saad	N/A	Kolej Universiti Agrosains Malaysia (UCAM) (Suhaiman Mohd Yassin)	01/08/2019 - 31/08/2021	250.00
36	Pemeriksa Luar bagi Program Diploma Pengurusan Perniagaan Kolej Universiti Agrosains Malaysia (UCAM)	Norazamimah Binti Bogal	N/A	Kolej Universiti Agrosains Malaysia (UCAM) (Faridah Kamis)	01/08/2019 - 31/08/2021	250.00
37	Pelantikan Sebagai Ketua dan Penilai Bengkel Pemurnian JSPB Dan Vetting Soalan Program Diploma Pengurusan Perniagaan Zon Melaka dan Negeri Sembilan Bagi Semester 3 DVM 2020	Ahmad Fadhly B Arham	Maz Izuan Bin Mazalan Mohd Sufian Bin Ab Kadir Noor Azzura Binti Mohamed Nor Sabrena Binti Norizan	Kolej Vokasional Datuk Seri Mohd Zin (Tuan Hj.Md Yusof Ahmad)	04/03/2020 - 15/09/2020	900.00

## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
49	Projek Pemasaran Digital & Pembangunan Kandungan Kreatif bagi Warong Abg P.E. Western Food	Mohd Hilmi Bin Bakar	- Rosilawati Binti Sultan Mohideen - Fatimah Yazmin Binti Haji Yahaya - Iqbal Bin Jaapar - Zuliani Binti Mohd Azni - Siti Nurshahidah Binti Sah Allam - Rusydi Bin Mohamad Kamal - Abdul Rauf Bin Ridzuan - Norazlinda Binti Mohammad - Ilya Yasnorizar Binti Ilyas - Aini Faezah Binti Ramlan - Siti Nur Farrah Faadiah Binti Ab Ghani	Warong Abg P.E. Western Food (Encik Mohd Raffie Abdul Rashid)	10/10/2019 - 20/12/2020	500.00
50	Membuat Terjemahan bagi Kertas Kajian Bertajuk: New Media and Islamic Popular Culture: Challenges in Maintaining Morals in Communication	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Profesor Madya Dr. S. Salahudin Suyurno)	10/10/2020 - 26/10/2020	400.00
51	Membuat Bacaan Pruf dan Suntingan Bahasa bagi Kertas Kajian Bertajuk: Formulation of Waqf - Based Childcare Model of Employed Mothers	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Dr. Suhaida Mohd Amin)	01/07/2020 - 30/10/2020	520.00
52	Membuat Bacaan Pruf dan Suntingan Bahasa bagi Kertas Kajian Bertajuk: A Sustainable Model for Smart Tourism in Malaysia: Wake Up Model in the Phase Of Covid - 19	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Dato' Ts. Dr. Mohd Nor Hajar Hasrol Jono)	01/10/2020 - 15/11/2020	180.00



## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
53	Website Reconstruction Hotel Lacrista Melaka	Tengku Shahril Norzaimi Bin Tengku Hariffadzillah	Ilinadia Binti Jamil Mohd Abqari Bin Ayob	Lacrista Hotel Melaka (Nautical Insight Sdn Bhd) (Dato' Rosthman Ibrahim)	10/01/2020 - 11/02/2020	5,000.00
54	Membuat Bacaan Prof dan Suntingan Bahasa bagi Kertas Kajian Bertajuk: Constructing A Cyber Education Model For Elderly Society 5.0 during RMO/ CMCO/Post Covid - 19 Period in Malaysia	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Ts. Dr. Alya Geogiana Buja)	01/10/2020 - 15/11/2020	370.00
55	Pemeriksa Luar bagi Program Diploma Pengurusan Perniagaan UCAM	Jumaeyla Jogeran	N/A	Kolej Universiti Agrosains Malaysia	01/08/2019 - 31/08/2021	250.00
56	Membuat Bacaan Prof dan Suntingan Bahasa bagi Kertas Kajian Bertajuk: The Impacts of Education Level, Gender and Age Difference on Internet Use among Employees During the Movement Control Order (MCO) in Malaysia	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Puan Zarinah Abu Yazid)	28/10/2020 - 30/10/2020	260.00
57	Membuat Bacaan Prof dan Suntingan bagi Kertas Kajian Bertajuk: Effects of Gender, Age and Internet Usage among Academicians During the Movement Control Order (MCO) in Malaysia	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Puan Norraeffa Md Taib)	26/10/2020 - 30/10/2020	320.00
58	Membuat Bacaan Prof dan Suntingan Bahasa bagi Kertas Kajian Bertajuk: Content	Mohd Amirul Bin Atan	N/A	Universiti Teknologi MARA (Dr Nurul Hidayah Mat Zain)	07/09/2020 - 11/09/2020	120.00
59	Ceramah Khas Covid - 19 di Pusat Kuarantin Negeri Melaka Pusat Kecemerlangan Kejuruteraan dan Teknologi JKR (CREATE) Alor Gajah Melaka	Muaz Bin Hj Mohd Noor	N/A	Jabatan Agama Islam Melaka (Ustaz Md Khairulzaki Misbah)	23/03/2020 - 31/12/2020	100.00

## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
60	Ceramah Khas Covid - 19 di Pusat Kuarantin Negeri Melaka Pusat Kecemerlangan Kejuruteraan dan Teknologi Jkr (CREATE) Alor Gajah Melaka	Muhammad Taufik Bin Md Sharipp	N/A	Jabatan Agama Islam Melaka (Ustaz Md Khairulzaki Misbah)	23/03/2020 - 31/03/2020	100.00
61	Proofing and Editing	Mohammad Nor Afandi Bin Ibrahim	N/A	Universiti Teknologi MARA (Dr. Hamidah Bani)	25/08/2020 - 27/08/2020	84.00
62	'Proofing and Editing' Projek Kajian Peranan Masjid di dalam Membantu Ahli Kariah yang Terjejas Akibat Prosedur Kawalan Covid-19 di Malaysia	Mohammad Nor Afandi Bin Ibrahim	N/A	Universiti Teknologi MARA (En Jismi Salleh)	21/09/2020 - 1/10/2020	84.00
63	Consultancy Services PHd Student (Uniten) Session 3	Abdul Rahim Bin Ridzuan (Dr.)	N/A	Univeristi Tenaga Nasional (Mr. Jad Alkareem Mahmoud Alhyan)	23/01/2020	150.00
64	Pemeriksaan Skrip Jawapan Peperiksaan STPM Semester 3, 2019	Mohamad Idham Bin Md Razak	N/A	Majlis Peperiksaan Malaysia (Majlis Peperiksaan Malaysia)	15/10/2019 - 01/11/2019	950.00
65	Kursus Touch Typing & Personaliti Diri	Khalijah Binti Mohd Nor	Nurbarirah Binti Ahmad	Kolej Komuniti Kuala Langat (Puan Aishah Mohd Nor)	12/09/2020	200.00
66	Kursus Peningkatan Profesionalisme: Secretarial Skills	Milfadzhilah Binti Mohd Jamil	Roziana Binti Ahmed Nashrah Binti Talib	Kolej Vokasional Perdagangan Johor Bahru (Tuan Haji Yusof Bin Mat Daud)	20/07/2019 - 21/09/2019	3,128.00

## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
67	Kajian Fisibiliti Pasar Tani Kekal (PTK) Merlimau, Melaka	Shafinar Binti Ismail	- Amirudin Bin Mohd Nor - Nurfarahin Binti Roslan - Mohd Syazwan Bin Karim - Nur Hayati Binti Abd Rahman - Mohd Isham Bin Abidin - Nur Farahah Binti Mohd Pauzi - Mohd Halim Bin Mahphoth - Idris Bin Osman - Adriana Binti Shamsudin	Lembaga Pemasaran Pertanian Persekutuan (Encik Noorsham Ramly)	10/11/2020 - 30/04/2021	19,300.00
68	Kajian Fisibiliti Pasar Tani Kekal (PTK) Jasin, Melaka	Shafinar Binti Ismail	- Amirudin Bin Mohd Nor - Nurfarahin Binti Roslan - Mohd Syazwan Bin Karim - Nur Hayati Binti Abd Rahman - Mohd Isham Bin Abidin - Nur Farahah Binti Mohd Pauzi - Mohd Halim Bin Mahphoth - Idris Bin Osman - Adriana Binti Shamsudin	Lembaga Pemasaran Pertanian Persekutuan (FAMA) (Encik Noorsham Ramly)	30/10/2020 - 30/03/2021	19,800.00



## LIST OF CONSULTATION PROJECT

NO	CONSULTATION PROJECT	PROJECT LEADER	PROJECT MEMBERS	CLIENT	PERIOD	AMOUNT (RM)
69	Projek Pemasaran Digital & Pembangunan Kandungan Kreatif bagi Kafe Agus Roti John	Mohd Hilmi Bin Bakar	<ul style="list-style-type: none"> <li>- Rosilawati Binti Sultan Mohideen</li> <li>- Fatimah Yazmin Binti Haji Yahaya</li> <li>- Iqbal Bin Jaapar</li> <li>- Zuliani Binti Mohd Azni</li> <li>- Siti Nurshahidah Binti Sah Allam</li> <li>- Rusydi Bin Mohamad Kamal</li> <li>- Abdul Rauf Bin Ridzuan</li> <li>- Norazlinda Binti Mohammad</li> <li>- Ilya Yasnorizar Binti Ilyas</li> <li>- Aini Faezah Binti Ramlan</li> <li>- Siti Nur Farrah Faadiah Bt. Ab Ghani</li> </ul>	Kafe Agus Roti John (Encik Agussuhendra Asmawi)	10/10/2019 - 20/12/2019	400.00
70	Kajian Potensi dan Perkembangan Zakat di Melaka Bagi Tahun 2020 - 2030	Mohamed Saladin Abdul Rasool	<ul style="list-style-type: none"> <li>- Noormala Bt Rabu</li> <li>- Azhana Binti Othman</li> <li>- Siti Normah Binti Awang Tuah</li> <li>- Khalilah Binti Ibrahim</li> <li>- Hamidah Binti Muhd Irpan</li> </ul>	Zakat Melaka (Abdul Halim Ismail)	17/12/2019 - 29/02/2020	10,000.00

## ABOUT ICAN

The Unit of Industry, Community, and Alumni Network or better known as ICAN is one of the units operating under Research and Industrial Linkages of UiTM Cawangan Melaka. Based on the latest strategic planning, ICAN is responsible in conducting programmes and activities between UiTM Cawangan Melaka and its stakeholders relating to academic, industry, community and the alumni.

The perpetual collaboration in communal activities, academic development, and two-way knowledge transfer and sharing programmes between the university and the stakeholders are realised following the objective that the university must stay relevant with the current needs and industrial advancements.

Functions and responsibilities of ICAN:

- Forming relationship and collaboration between UiTM Melaka Branch and the industry/ community.

- Identifying and strengthening the relationship between UiTM Melaka Branch and the industry in accordance with the individual faculty's niche areas.

- Conducting, managing, and coordinating industrial linkages programmes held by the faculties, departments or units in UiTM Cawangan Melaka.

- Conducting, managing, and coordinating community linkages programmes such as University Community Engagement (UCE), community service, and volunteering activities held by the faculties, departments or units at UiTM Cawangan Melaka.

- Conducting, managing, and coordinating alumni linkages programmes such as alumni homecoming, alumni advancement survey, and the involvement of alumni in activities held by the faculties at UiTM Cawangan Melaka.

- Preparing development reports such as UCTC (University Community Transformation Centre) Impact Report, industrial linkages report, and alumni data.

- Providing information needed for the university's strategic planning.

# High Impact Activities of Industrial Linkages, Community, Alumni, and Internationalization

13 JAN 2020

INDUSTRY TALK PROGRAM WITH  
FSSR UITM MALACCA ALUMNI IN  
CONJUNCTION WITH THE 24TH  
TUNAS ILHAM EXHIBITION

UiTM Melaka, Kampus Alor Gajah  
Organizer: Faculty of Art & Design

13 JAN 2020

SPECIAL MEETING - TEJAPRO SAFETY SHOES  
PROJECT

JOINT VENTURE BETWEEN UITM MALACCA,  
SOCIAL SECURITY ORGANIZATION  
REHABILITATION CENTER (SOCRO) & MELAKA  
BEKAL SDN BHD

Pusat Rehabilitasi PERKESO, Ayer Keroh, Melaka

23 - 27 JAN 2020

STUDENT EMPOWERMENT  
EXPEDITION (S.E.E) THAILAND

Chiang Rai Rajabhat University (CRRU)  
Thailand

9 - 12 FEB 2020

INTERNATIONAL RESEARCH  
SYMPOSIUM 2020

Kementerian Parawisata & Ekonomi Kreatif,  
Indonesia; Binus University and Universiti Mercu  
Buana di Jakarta, Indonesia

31 JAN - 4 FEB  
2020

INTERNALISATION PROGRAMME:  
KNOWLEDGE SHARING AND  
COMMUNITY SERVICE IN UNNES,  
SEMARANG, INDONESIA

*Desa Wisata Kandri, Semarang, Indonesia;  
Fakultas Teknik, Universitas Negeri  
Semarang (UNNES)*

20 FEB 2020

"SANTUNAN KASIH, SETULUS  
HARAPAN" PROGRAM

Kuala Lipis, Pahang

# High Impact Activities of Industrial Linkages, Community, Alumni, and Internationalization

1

9 - 20 Feb 2020  
Baktisiswa with Muslim Community in Cambodia-5th Series Programme

2

Feb & Sept 2020  
Bank Rakyat DuitNow @ Uni and Sustainable Development Goals Programme (SDG)

3

7 Apr 2020  
Handing over of "face shield" to Melaka General Hospital, Alor Gajah Hospital and Terendak Camp Hospital

4

6 Nov 2020  
Memorandum of Understanding (MoU) signing ceremony between UiTM and UiTM Melaka Alumni Association (UMAT)

5

International Volunteer Month 2020  
Program Kemasyarakatan Norma Baharu  
'Virtual Volunteering': Bantuan Prihatin Covid-19

# High Impact Activities of Industrial Linkages, Community, Alumni, and Internationalization

NO.	ACTIVITIES/PROGRAM	DATE	VENUE	ORGANIZER
1	Ready to Eat Food Bank	14 January 2020	Anjung Siswa, UiTM Cawangan Melaka Kampus Alor Gajah	Yayasan Pembangunan Ekonomi Islam Malaysia (Yapeim) & HEP UiTM Cawangan Melaka
2	Awareness Talk on Coronavirus (COVID-19)	21 February 2020	Dewan Kuliah 1, KPP1 UiTM Cawangan Melaka Kampus Alor Gajah	Unit Kawalan Penyakit, Pejabat Kesihatan Daerah Alor Gajah
3	Communicative Approach to English Language (Part II)	7 March 2020	Sekolah Menengah Kebangsaan Seri Tanjong, Tanjong Kling, Melaka	Akademi Pengajian Bahasa (APB) UiTM Cawangan Melaka
4	Community Policing	11 March 2020	UiTM Kampus Bandaraya Melaka	Polis Diraja Malaysia (PDRM) dan UiTM Cawangan Melaka
5	Performing Indicator with Industrial Professional: Ismail Embong Pelukis Negara	12 March 2020	Dewan Kuliah 1, UiTM Kampus Alor Gajah	Fakulti Seni Lukis & Seni Reka; Majlis Penasihat Adat & Warisan Negeri Melaka
6	Motivation and Leadership Talk	12 March 2020	Dewan Kuliah 7, UiTM Cawangan Melaka Kampus Alor Gajah	Fakulti Komunikasi dan Pengajian Media & Sekolah Menengah Tinggi Melaka
7	Donation of Aid & Food Supplies to Students	March, April & during the Movement Control Order (MCO) period	Kampus Alor Gajah, Kampus Bandaraya Melaka & Kampus Jasin	Stakeholders: <ul style="list-style-type: none"> <li>● Kementerian Perdagangan Dalam Negeri Dan Hal Ehwal Pengguna Negeri Melaka (KPDNHEP Melaka);</li> <li>● Yayasan Food Bank Malaysia;</li> <li>● KPDNHEP-Laman Rasmi;</li> <li>● Kumpulan Legasi Z Sufi;</li> <li>● Angkatan Pertahanan Awam Negeri Melaka;</li> <li>● RELA Negeri Melaka;</li> <li>● Majlis Agama Islam Melaka (MAIM)</li> <li>● Jabatan Kerja Raya Melaka;</li> <li>● Jabatan Kebajikan Masyarakat Negeri Melaka;</li> <li>● Alumni UiTM Melaka (UMAT);</li> <li>● Family Store;</li> <li>● LaCrista Hotel Melaka;</li> <li>● Gabungan Pelajar Melayu Semenanjung (GPMS);</li> <li>● Staf-staf UiTM;</li> <li>● Alumni UiTM;</li> <li>● Selajar UiTM;</li> <li>● Ibu bapa pelajar UiTM.</li> </ul>

## High Impact Activities of Industrial Linkages, Community, Alumni, and Internationalization

NO.	ACTIVITIES/PROGRAM	DATE	VENUE	ORGANIZER
8	BINUS International Tourism & Hospitality Seminar & BINUS International Festival	27 April 2020 30 April 2020 4 May 2020	Webinar - Zoom	BINUS University, Indonesia & UiTM Cawangan Melaka
9	Community Service Program: KitaBantu	30 April 2020 – 30 Mei 2020		Fakulti Komunikasi Dan Pengajian Media (FKPM), UiTM Cawangan Melaka
10	International Collaboration Research Project - MoA & matching-grant for research are in waqf, zakat, entrepreneurship, Islamic tourism, marketing, management, human interaction, gamification and algorithm.	5 May 2020	Webinar - Google Meet	UiTM Cawangan Melaka & Universitas Pendidikan Indonesia.
11	Food Donation Project for Frontliners	8 May 2020	Jabatan Pencegahan Jenayah & Keselamatan Komuniti (JPJKK); Hospital Melaka	Kelab Sukarelawan Zakat (Suza), MASMED & Pewani, UiTM Cawangan Melaka
12	Free Webinar: Guideline Resume Preparation For #Internshiplife	10 July 2020	Webinar	Fakulti Sains Komputer Dan Matematik, UiTM Cawangan Melaka
13	PD Talk Series 2.0 – “Graduates 2020: Get Hired or Stay Jobless”	15 December 2020	Webinar: Zoom	Fakulti Pengurusan Hotel dan Pelancongan (FPHP), UiTM Cawangan Melaka
14	International Virtual Summer Camp 2020 (IVSC2020)	3 - 14 august 2020	Webinar	Fakulti Komunikasi Dan Pengajian Media (FKPM), Fakulti Pengurusan Hotel dan Pelancongan (FPHP), Fakulti Pengurusan dan Perniagaan (FPP), Fakulti Perakaunan (FPN), UiTM Cawangan Melaka

## ABOUT MASMED

Malaysian Academy of SME & Entrepreneurship Development (MASMED) is one of the main units under the Division of Research and Industrial Linkages.

Vision To be well-recognized Centre of Excellence (CoE) in entrepreneurship education at national and international level.

### Mission

- To enrich the body of knowledge in the field of entrepreneurship and nurture the development of quality entrepreneurs.
- To collaborate with the small and medium industry and government agencies in promoting entrepreneurship.
- To enhance and strengthen networking strategies at national and international level.

### Objective

- To promote product commercialization among bumiputra entrepreneurs.
- To support University Entrepreneurship Thrust as outlined by the Ministry of Education.
- To encourage entrepreneurship values among students and staff in increasing the employability rate of UiTM students.
- To contribute to income generation of the University.
- To create and develop knowledgeable, enterprising and effective entrepreneurs



# ACTIVITIES OF MASMED



# ENTREPRENEURSHIP PROJECTS

## **MADU KELULUT PROJ ECT:**

Madu Kelulut UiTM Melaka  
First launch in  
15 March 2020 - present  
KAG

## **TEJ A HONEY:**

Madu Kelulut UiTM Melaka -  
First 100 grams of honey  
harvested in J uly 2020  
15 March 2020 - present  
KAG

## **KOSISWA UITM MELAKA'S WEBSITE:**

[kosismcm.com.my](http://kosismcm.com.my)

1 J an 2020 - present  
MELAKA

## **CAR BOOT MORNING MARKET @KAMPUS J ASIN**

Every weekend  
(semester)  
KJ M

## **J UALAN KIOSK @KAMPUS J ASIN**

KJ M

## **BAZAR RIA@KAMPUS J ASIN**

J an – Mac 2020  
KJ M



# TRAINING AND SEMINAR

## **MADU KELULUT – BEEKEEPING TRAINING**

10 July 2020  
KAG

## **UiTM INTERNSHIP IMMERSION PROGRAMME (UIIP)**

Oct 2019 – Mac 2020  
MELAKA

## **PROGRAM PLASTIC TO ART & “BR DUITNOW @ UNI”**

18 - 19 Feb 2020  
KAG & KJ M  
25 Feb 2020  
KBM

## **WEBINAR ANTARABANGSA RUMPUN MELAYU MELAKA BENGKALIS**

**SIRI 1:** 17 Sept 2020  
**SIRI 2:** 15 Oct 2020  
**SIRI 3:** 19 Nov 2020  
**SIRI 4:** 17 Dec 2020  
KBM

## **CHANGEMAKER MINDSET:**

Talk on Business Pitching  
18 Feb 2020  
KAG

## **PROGRAM ONLINE BUSINESS SPRINGBOARDS (OBS)**

6 – 8 Mac 2020  
MELAKA

## **DIGITAL ENTREPRENEURSHIP SEMINAR**

18 May 2020  
MELAKA

## **CLOSING CEREMONY: PROGRAM PLASTIC TO ART & “BR DUITNOW @ UNI”**

2 Sept 2020  
KBM

## **EDUPRENUER SEMINAR**

14 Aug 2020  
KBM



## **SOCIAL ENTREPRENUERSHIP**

**PROJEK SUMBANGAN JUADAH KEPADA PETUGAS  
BARISAN HADAPAN  
IPK MELAKA TENGAH & HOSPITAL BESAR MELAKA**

**PROGRAM SUMBANGAN FACEMASK  
ANAK ASNAF & MISKIN  
SEK. KEB. LENDU ALOR GAJAH**

## **BENCHMARKING VISIT**

**BENCHMARKING VISIT  
AT FRUIT VALLEY, RAWANG SELANGOR  
6 AUG 202  
SELANGOR**

## **MEDIA & BULLETIN**

**BULETIN SINERGI KEUSAHAWANAN  
EDISI 1: 2020**

**MEDIA MASMED UITM MELAKA**

Facebook:

<https://www.facebook.com/masmedmelaka>

Instagram:

<https://www.instagram.com/masmed.melaka>



اَوْنُو تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

DIVISION OF RESEARCH & INDUSTRIAL LINKAGES

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