



PROF. MADYA DR. SOFIA HAYATI BINTI YUSOFF

PENSYARAH UNIVERSITI DS14

CONTACT

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E-mail:
sofia@usim.edu.my

Faculty: Fakulti
Kepimpinan Dan
Pengurusan

SUPERVISION

PhD - Completed: 11, 6

Master - Completed: 0,
Ongoing: 0

AREAS OF EXPERTISE

Digital And Interactive-media Journalism

Global Journalism

Other Journalism N.e.c

ACADEMIC QUALIFICATION

PhD in Komunikasi Dan Pengajian Media (2014)

Master in Komunikasi Dan Pengajian Media (2005)

Bachelor in English Literature (1999)

RESEARCH

1. KAJIAN PEMBINAAN MODUL DAKWAH DAN PROMOSI PERKHIDMATAN MAINS (ONLINE)

2023 GERAN PENYELIDIKAN AGENSI KERAJAAN ON GOING MAIN
RESEARCHER

2. THE USAGE OF SOCIAL MEDIA AS A MEAN OF DA'WAH BY THE MALAYSIAN AND INDONESIA NGO: A COMPARATIVE STUDY OF ANGKATAN BELIA ISLAM MALAYSIA (ABIM) AND PEMUDA MUHAMMADIYAH OF WEST JAVA, BANDUNG INDONESIA

2021 GERAN SEPADAN ANTARABANGSA COMPLETED CO-RESEARCHER

3. EXPLORING PRACTICE, ENGAGEMENT AND STRATEGY OF PUBLIC COMMUNICATION ON INSTAGRAM BY MALAYSIAN AND INDONESIA GOVERNMENT MINISTRIES

2021 GERAN SEPADAN ANTARABANGSA COMPLETED CO-RESEARCHER

4. PEMBENTUKAN INSTRUMEN DAN PENGUKURAN TAHAP PENGETAHUAN ISU KEGANASAN DAN EKSTREMISMA DARI PERSPEKTIF MEDIA BARAT

2019 GERAN KPT COMPLETED CO-RESEARCHER

**5. PENERBITAN VIDEO/FUTEJ DAN GAMBAR - PROJEK
PENERBITAN E-BROSUR TARIKAN PELANCONGAN DI NEGERI
SEMBILAN DALAM PRODUK PROMOSI MELAWAT MALAYSIA
2020**

2019 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

RESEARCH

6. PENENTUAN PENGIRAAN HAD KIFAYAH TERHADAP PELAJAR PRASISWAZAH DI UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

2019 GERAN PENYELIDIKAN KHAS COMPLETED CO-RESEARCHER

7. DEVELOPING ACROSTIC MODEL FOR JOURNALISM STUDENTS IN REPORTING NEWS RELATED TO ISLAM/MUSLIMS : A WAY TO SUSTAIN THE POSITIVE REPORTING ON ISLAM/MUSLIMS ISSUES

2018 GERAN PENYELIDIKAN USIM COMPLETED CO-RESEARCHER

8. DETERMINATION FACTORS OF ONLINE PURCHASE INTENTION AMONG USIM COMMUNICATION STUDENTS

2018 GERAN PENYELIDIKAN HEADSTART PROGRAM COMPLETED MAIN RESEARCHER

9. THE CONTEST OF VALUES AND PHYSICAL OF KAMPONG IN MANIFESTING COMMUNITY LIFESTYLE - A CASE STUDY OF KAMPONG BHARU KUALA LUMPUR

2017 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

10. A NEW COMMUNICATION MODEL FOR DISSEMINATING THE KNOWLEDGE OF THE QURAN BASED ON PROPHETIC APPROACH

2016 GERAN KPT COMPLETED CO-RESEARCHER

11. PERANAN MEDIA DALAM MASYARAKAT:SATU KAJIAN UNTUK MENAMBAIKAN PERSEPSI MASYARAKAT BUKAN ISLAM TERHADAP AMALAN AGAMA ISLAM

2015 GERAN PENYELIDIKAN JANGKA PENDEK COMPLETED CO-RESEARCHER

12. PERANAN MEDIA DALAM MEMBERI KEFAHAMAN KE ATAS KEPENTINGAN ZAKAT PENDAPATAN SEBAGAI ALTERNATIF KEPADA CUKAI PENDAPATAN:KAJIAN KE ATAS KAKITANGAN KERAJAAN

2015 GERAN PENYELIDIKAN JANGKA PENDEK COMPLETED MAIN RESEARCHER

13. THE EMERGENCE OF MUSLIM IDEOLOGY IN THE REPORTING OF PALESTINIAN AND ISRAELI CONFLICT : A STUDY ON AL JAZEERA NEWS

2009 GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN COMPLETED CO-RESEARCHER

PUBLICATION

1. CULTIVATING CONSCIOUSNESS: UNVEILING TIKTOK'S DETRIMENTAL EFFECTS ON YOUTH MINDSET AND BEHAVIOUR

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

2. SCREENING ISLAM IN MALAYSIAN HORROR FILMS: A TALE OF THE LOST AND FOUND

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

3. MEDIA-DRIVEN PROMOTION STRATEGIES OF ISLAMIC PRODUCTS: A CASE STUDY OF THE MAJLIS AGAMA ISLAM NEGERI SEMBILAN (MAINS)

JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES

2025 JOURNAL OTHER DATABASE CO-AUTHOR

4. FROM TEACHING TO TRAINING: WORK ADJUSTMENT OF TEACHERS-TURN-TEACHER TRAINERS IN A MALAYSIAN TEACHER TRAINING INSTITUTE

JOURNAL OF SCIENTIFIC RESEARCH, EDUCATION AND TECHNOLOGY

2024 JOURNAL OTHER DATABASE CO-AUTHOR

5. PENGARUH DAN CABARAN TEKNOLOGI KEPINTARAN PEMBUATAN (AI) DALAM PROSES PENERBITAN KANDUNGAN MEDIA

INTERNATIONAL CONFERENCE OF ISLAM, MEDIA AND COMMUNICATION (ICIMAC) 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR

6. CULTIVATING CONSCIOUSNESS: UNVEILING TIKTOK'S DETRIMENTAL EFFECTS ON YOUTH MINDSET AND BEHAVIOUR

INTERNATIONAL CONFERENCE ON ISLAM, MEDIA & COMMUNICATION (ICIMAC) 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

7. TALES OF THE LOST AND FOUND: REPRESENTATIONS OF ISLAM IN MALAYSIAN HORROR FILMS IN E-PROCEEDINGS (EXTENDED ABSTRACT) OF 4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC 2024): COMMUNICATION AND DIGITISATION IN MADANI SOCIETY

4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC 2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

8. ZERO-COST MARKETING: ONLINE ADVERTISING AND ITS IMPACT ON ENTREPRENEURS (BOOK OF ABSTRACT)

INDONESIA BROADCASTING CONFERENCE

2024 PROCEEDING NON-INDEX MAIN AUTHOR

9. EMPLOYING ISLAMIC VALUES IN NON-ISLAMIC GENRE FILM TO REPRESENT THE IMAGE OF ISLAM IN BISIK PADA LANGIT FILM

COMMUNICATION, MEDIA AND THE CLASH OF IGNORANCE

2024 CHAPTER IN BOOK CO-AUTHOR

10. ISLAMIC COMMUNICATION THEORY: IS THERE SUCH A THING?

COMMUNICATION, MEDIA AND THE CLASH OF IGNORANCE

2024 CHAPTER IN BOOK MAIN AUTHOR

11. MEDIA ROLES: IMPROVING NON-MUSLIMS' PERCEPTION TOWARDS ISLAMIC PRACTICES

COMMUNICATION, MEDIA AND THE CLASH OF IGNORANCE

2024 CHAPTER IN BOOK CO-AUTHOR

12. MEDIA ROLES: IMPROVING NON-MUSLIMS' PERCEPTION TOWARDS ISLAMIC PRACTICES 1

COMMUNICATION, MEDIA AND THE CLASH OF IGNORANCE

2024 CHAPTER IN BOOK CO-AUTHOR

13. E-PROSIDING (KERTAS KERJA PENUH)

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2023 (SAIS2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

14. ISLAM AND SCIENCE FICTION FILM: THE PORTRAYAL OF KAUNİYAH VERSES IN INTERSTELLAR (2014)

MALAYSIAN JOURNAL OF COMMUNICATION

2022 JOURNAL ISI AND SCOPUS CO-AUTHOR

15. THE CONTENTS OF THE EDITORIAL IN THE DAILY PALESTINIAN NEWSPAPERS

BALTIC JOURNAL OF LAW AND POLITICS

2022 JOURNAL SCOPUS CO-AUTHOR

16. CYBERCRIME IN MALAYSIA; THE PERVASIVE IMPACT OF THE INTERNET

2022 BOOK EDITOR

17. JENAYAH SIBER DI MALAYSIA: IMPAK LELUASA INTERNET

2022 BOOK EDITOR

18. MENELUSURI KEPELBAGAIAN JENAYAH SIBER DI MALAYSIA

JENAYAH SIBER DI MALAYSIA: IMPAK LELUASA INTERNET

2022 CHAPTER IN BOOK CO-AUTHOR

19. PENGARUH IDEOLOGI EKSTREM MELALUI MEDIA SOSIAL: ANCAMAN SIBER ALAN BAHARU

JENAYAH SIBER DI MALAYSIA: IMPAK LELUASA INTERNET

2022 CHAPTER IN BOOK MAIN AUTHOR

20. GELAGAT PERBELANJAAN DALAM KALANGAN PELAJAR PRA-SISWAZAH DI UNIVERSITI SAINS ISLAM MALAYSIA (USIM) BERDASARKAN HAD KIFAYAH PADA ERA PANDEMIK COVID-19

AL-QANATIR INTERNATIONAL JOURNAL OF ISLAMIC STUDIES

2021 JOURNAL INDEX BY MYCITE 2019 CO-AUTHOR

21. LOCAL CONTENT ON INSTAGRAM AS PUBLIC CAMPAIGN MEDIA OF MAJLIS BANDARAYA SEREMBAN, NEGERI SEMBILAN, MALAYSIA AND BANDUNG CITY GOVERNMENT, BANDUNG, INDONESIA

ULUM ISLAMIYYAH JOURNAL

2021 JOURNAL ERA CO-AUTHOR

22. MEDIA SOSIAL DAN TERRORISME: PARTISIPASI DALAM KALANGAN PELAJAR INSTITUSI PENGAJIAN TINGGI DI MALAYSIA

'ULUM ISLAMIYYAH: THE MALAYSIAN JOURNAL OF ISLAMIC SCIENCES

2021 JOURNAL ERA CO-AUTHOR

23. GENDER AND RELIGION IN MALAYSIAN CINEMA: A STUDY ON YASMIN AHMAD'S FILMS

INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA

2021 PROCEEDING NON-INDEX CO-AUTHOR

24. STUDENTS' KNOWLEDGE AND AWARENESS OF WESTERN NEWS REPORTING ON ISLAM AND MUSLIMS

INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA

2021 PROCEEDING NON-INDEX CO-AUTHOR

25. PENGULANGAN DALAM KOMUNIKASI RASULULLAH SAW

STRATEGI KOMUNIKASI RASULULLAH

2021 CHAPTER IN BOOK MAIN AUTHOR

26. MEDIA PRACTITIONERS' PERSPECTIVE ON NEWS MEDIA REPORTING OF ISLAM AND MUSLIMS: A ROOM FOR IMPROVEMENT THROUGH A FORMULATION OF WRITING NEWS GUIDELINE

AL ABQARI: JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES

2020 JOURNAL MYCITE CO-AUTHOR

PUBLICATION

27. EXAMINING THE ISSUE OF ISLAM AND MUSLIMS IN THE MEDIA: A PERSPECTIVE OF MALAYSIAN MEDIA PRACTITIONERS

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2020 JOURNAL ERA CO-AUTHOR

28. SPIRITUALISING COMMUNICATION TECHNOLOGY: THE USE OF NEW MEDIA FOR DA'WAH PURPOSE AMONG USIM COMMUNICATION STUDENTS

AL-ABQARI: JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES

2020 JOURNAL MYCITE MAIN AUTHOR

29. PORTRAYING ISLAMIC VALUES IN 'BISIK PADA LANGIT' AND 'ADIWIRAKU' FILMS

MIMBAR: JURNAL SOSIAL DAN PEMBANGUNAN

2020 JOURNAL OTHER DATABASE CO-AUTHOR

30. MODEL OF MEDIA ETHICS FOR MUSLIM JOURNALISTS; A PRELIMINARY ANALYSIS

INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES AND HUMANITIES

2020 PROCEEDING NON-INDEX MAIN AUTHOR

31. MUHAMMAD'S CONVERSATIONS WITH THE BEDOUIN: A SPEECH-ACT ANALYSIS OF PROPHETIC DISCOURSE IN HADITH

AL-BAYAN: JOURNAL OF QUR'AN AND HADITH STUDIES

2019 JOURNAL SCOPUS CO-AUTHOR

32. MEMBANGUNKAN TEMA FILEM BERUNSUR ISLAM MELALUI FILEM BISIK PADA LANGIT

ABQARI : JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITY

2019 JOURNAL MYCITE CO-AUTHOR

33. DOMINATION OF VIOLENCE NEWS IN THE MEDIA: AN ANALYTICAL STUDY IN MEDIA PROCESSING

INTERNATIONAL E-JOURNAL OF ADVANCES ON SOCIAL SCIENCES

2019 JOURNAL OTHERS DATABASE CO-AUTHOR

34. PERUBATAN NABI: KEFAHAMAN TERHADAP SUNNAH DAN PRAKTIS PERAWAT

ABQARI : JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITY

2019 JOURNAL MYCITE CO-AUTHOR

35. PLAY DA'WI: THE USAGE OF BLOGS AMONG USIM COMMUNICATION STUDENTS IN DELIVERING DA'WAH CONTENT

6TH REGIONAL SEMINAR ON ISLAMIC HIGHER EDUCATION

2019 PROCEEDING NON-INDEX MAIN AUTHOR

36. DETERMINANT FACTORS OF ONLINE PURCHASE INTENTION AMONG UNIVERSITY STUDENTS

NATIONAL CONFERENCE ON THE HUMANITIES AND SOCIAL SCIENCE (NACOSS)2019

2019 PROCEEDING NON-INDEX MAIN AUTHOR

37. ISLAM AND COMMUNICATION TECHNOLOGY IN THE INDUSTRIAL REVOLUTION 4.0

COMMUNICATION TECHNOLOGY DEVELOPMENT

2019 CHAPTER IN BOOK MAIN AUTHOR

38. KEBERKESANAN MEDIA MEMPROMOSIKAN ZAKAT PENDAPATAN SEBAGAI ALTERNATIF KEPADA CUKAI PENDAPATAN

AL-ABQARI JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES.

2018 JOURNAL OTHER DATABASE MAIN AUTHOR

39. AN INITIAL EXPLORATION ON TERRORISM ISSUES IN MALAYSIA AND INDONESIA: THE CASE OF THE WALL STREET JOURNAL

INFORMASI: KAJIAN ILMU KOMUNIKASI

2018 JOURNAL OTHER DATABASE CO-AUTHOR

PUBLICATION

40. PERSEPSI GOLONGAN MUALAF MENGENAI KEBERKESANAN DAKWAH MELALUI MEDIA SOSIAL; SATU PEMERHATIAN AWAL TERHADAP DAKWAH MELALUI FACEBOOK

SEMINAR KEBANGSAAN PENGAJIAN AKIDAH & AGAMA 2018 (SIGMA 2018)

2018 PROCEEDING NON-INDEX MAIN AUTHOR

41. SEIPTI CONFERENCE PROCEEDINGS

SEMINAR SERANTAU INSTITUSI PENGAJIAN TINGGI ISLAM (SEIPTI 2017)

2018 PROCEEDING NON-INDEX MAIN AUTHOR

42. E-PROCEEDING SEMINAR SERANTAU PENDIDIKAN TINGGI ISLAM 2018

SEMINAR SERANTAU PENDIDIKAN TINGGI ISLAM 2018 (SEIPTI 2018)

2018 PROCEEDING NON-INDEX EDITOR

43. PROPHETIC COMMUNICATION STYLES IN TEACHING

ADVANCED SCIENCE LETTERS

2017 JOURNAL SCOPUS CO-AUTHOR

44. THE ISLAMIC COMMUNICATION PARADIGM: CHALLENGES AND FUTURE DIRECTIONS

ADVANCED SCIENCE LETTERS

2017 JOURNAL SCOPUS CO-AUTHOR

45. INFORMATION FLOWS OF REPORTING ON TERRORISM ATTACK BY ONLINE NEWS PORTALS

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2017 JOURNAL ERA MAIN AUTHOR

46. GUEST EDITORS: DA?WAH IN THE MEDIA FOR MUSLIMS? SUSTAINABILITY

AL-ABQARI JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES

2017 JOURNAL OTHER DATABASE CO-AUTHOR

47. PERANAN MEDIA DALAM MEMBERI KEFAHAMAN KE ATAS KEPENTINGAN ZAKAT PENDAPATAN SEBAGAI ALTERNATIF KEPADA CUKAI PENDAPATAN

INTERNATIONAL CONFERENCE ON DA?WAH AND ISLAMIC MANAGEMENT

2017 PROCEEDING NON-INDEX MAIN AUTHOR

48. MERINTIS KAMPUS BARAKAH

2017 BOOK EDITOR

49. WESTERN AND ISLAMIC COMMUNICATION MODEL: A COMPARATIVE ANALYSIS ON A THEORY APPLICATION

AL-ABQARI JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES

2016 JOURNAL SSCI MAIN AUTHOR

50. PEMBINGKAIAN BERITA MENGENAI ISLAM DAN KEGANASAN

KEWARTAWANAN DAN ISLAM

2016 CHAPTER IN BOOK MAIN AUTHOR

51. THE COVERAGE OF ISLAM/MUSLIMS AND TERRORISM IN INTERNATIONAL MEDIA

GLOBAL JOURNAL OF BUSINESS & SOCIAL SCIENCE REVIEW

2015 JOURNAL SSCI MAIN AUTHOR

52. ISLAMIC REPRESENTATION IN TELEVISION ADVERTISING AND ITS IMPACT ON MODERN MALAY MUSLIM WOMEN

PROCEDIA SOCIAL AND BEHAVIOURAL SCIENCE

2015 JOURNAL SSCI CO-AUTHOR

PUBLICATION

53. BOOK OF CONFERENCE PROCEEDINGS

2ND GLOBAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES

2015

PROCEEDING

NON-INDEX

MAIN AUTHOR

54. THE FRAMING OF INTERNATIONAL MEDIA ON ISLAM AND TERRORISM

EUROPEAN SCIENTIFIC JOURNAL

2013

JOURNAL

OTHER DATABASE

MAIN AUTHOR

55. A FRAMING ANALYSIS OF TIME AND THE ECONOMIST ON ISLAM AND TERRORISM

AL-ABQARI JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES

2013

JOURNAL

OTHER DATABASE

MAIN AUTHOR

56. PORTRAYAL OF ISLAM IN THE MEDIA

2010

BOOK

EDITOR

57. DISCOURSE ANALYSIS OF AL-JAZEERA TV NEWS REPORTING DURING 2008/2009 WAR IN GAZA

PORTRAYAL OF ISLAM IN THE MEDIA

2010

CHAPTER IN BOOK

CO-AUTHOR

CONSULTATION

1. SESI RUNDINGAN SEKOLAH MENENGAH ISLAM MANARAT DARUS SALIM

SEKOLAH MENENGAH ISLAMA MANARAT DARUS SALIM

2017

OTHERS

2. PUBLIC TALK

KOLEJ PERKEMBANGAN AWAL KANAK-KANAK

2016

OTHERS

3. PELANTIKAN SEBAGAI PENILAI, PERUNDING KUMPULAN DAN PENCERAMAH BAGI BENGKEL PEMBANGUNAN MANUAL KURSUS KEJURULATIHAN PROGRAM KHIDMAT NEGARA

JABATAN LATIHAN KHIDMAT NEGARA

2015

NATIONAL

4. LANTIKAN KUMPULAN PERUNDING PEMBANGUNAN RANGKA AKADEMI SENI MEDIA ISLAM

AL-HIJRAH MEDIA CORPORATION (TV ALHIJRAH)

National

AWARDS/RECOGNITION

1. BEST PAPER AWARD

2025 INTERNATIONAL

2. STAF CONTOH BULANAN

2025 UNIVERSITY

3. ACADEMIC ADVISOR

ASIA PACIFIC UNIVERSITY (APU)

2025 NATIONAL

4. ANUGERAH PERKHIDMATAN SETIA

2024 UNIVERSITY

5. STAF CONTOH BULANAN

2024 UNIVERSITY

6. VISITING PROFESOR

FAKULTAS KOMUNIKASI & BISNIS, TELKOM UNIVERSITY, INDONESIA

2024 INTERNATIONAL

7. PEMBINAAN MODUL DAKWAH DAN PROMOSI PERKHIDMATAN MAINS (ONLINE)

Pertandingan Inovasi FKP 2024

2024 UNIVERSITI GOLD

8. PEMBINAAN MODUL PEMBIMBING MEDIA ISLAMI

Pertandingan Inovasi FKP 2024

2024 UNIVERSITI GOLD

9. ACADEMIC ADVISOR

ASIA PACIFIC UNIVERSITY

2023 NATIONAL

10. VISITING PROFESOR

UNIVERSITAS ISLAM BANDUNG, INDONESIA

2022 INTERNATIONAL

11. ACADEMIC ADVISOR

INSTITUT KEFAHAMAN ISLAM MALAYSIA

2022 NATIONAL

12. ACADEMIC ADVISOR

UNIVERSITI KEBANGSAAN MALAYSIA

2022 OTHERS

13. ACADEMIC ADVISOR

UNIVERSITAS MUHAMMADIYAH JAKARTA (UMJ)

2022 INTERNATIONAL

14. INTELLECTUAL PROPERTY (IP) FOR DEVELOPING STUDENTS' WRITING SKILL USING AUGMENTED REALITY

2021 UNIVERSITY

AWARDS/RECOGNITION

15. PENARAFAN DUA BINTANG PROJEK LIBATSAMA MASYARAKAT

2021 UNIVERSITY

16. ACADEMIC ADVISOR

ASIA PACIFIC UNIVERSITY

2021 NATIONAL

17. VISITING PROFESOR

UNIVERSITAS MUHAMMADIYAH JAKARTA (UMJ)

2021 INTERNATIONAL

18. PRESENTING THE NEW FORMULA OF NEWS WRITING SKILLS THROUGH AUGMENTED REALITY TECHNOLOGY

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) 2021

2021 ANTARABANGSA SILVER

19. FROM THEORY TO PRACTICE : DEVELOPING STUDENTS WRITING SKILLS USING AUGMENTED REALITY

eCARNIVAL RESEARCH INNOVATION (eCRI 2020)

2020 KEBANGSAAN SILVER

20. ISLAMIC JOURNALISTIC MODEL OF NEWS WRITING: THE EFFECTIVE TIPS FOR NEWS WRITING BY USING ACROSTIC MODEL

INNOVATIVE, TEACHING AND LEARNING RESEARCH DAY 2019

2019 KEBANGSAAN

21. A PROPOSED MODEL OF MEDIA ETHICS FOR MUSLIM JOURNALISTS

INNOVATION CONTEST 2019

2019 UNIVERSITI GOLD

22. PROMOSI PERLANCONGAN MENGGUNAKAN E-BROSURE: INTERAKTIF PELANCONGAN MENERUSI TEKNOLOGI AUGMENTED REALITY (AR)

INNOVATION CONTEST 2019

2019 UNIVERSITI SILVER

23. ANUGERAH PERKHIDMATAN CEMERLANG 2017

2018 UNIVERSITY

24. HAKCIPTA PROJEK DOKUMENTARI KAMPONG BHARU: CITRA SEBUAH MIZAN (LY2018005198)

2018 UNIVERSITY

25. STAFF CONTOH BULANAN

2017 UNIVERSITY

26. VISITING PROFESOR

INTERNATIONAL UNIVERSITY FOR RENEWAL, ISTANBUL TURKEY

2017 INTERNATIONAL

27. ORANG ASLI SUNGAI LUI INDIGENOUS SUSTAINABLE LEARNING MODULE (KATEGORI TERBUKA)

EKSPO INOVASI ISLAM KALI KE-ENAM 2015 (I-INOVA 2015)

2015 ANTARABANGSA BRONZE