



MUHAMAD ZAKI BIN MUSTAFA

PENSYARAH UNIVERSITI DS13

CONTACT

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Address: Fakulti Kepimpinan Dan Pengurusan

SUPERVISION

PhD - Completed: 0, Ongoing: 0

Master - Completed: 0, Ongoing: 0

AREAS OF EXPERTISE

Public Relations (including Strategic Communication, Corporate Communication And Persuasion)

Public Relations In Marketing

Public Relations And Advertising

BIOGRAPHY

A lecturer from Fakulti Kepimpinan Dan Pengurusan. Holds a Master in Komunikasi Korporat.

ACADEMIC QUALIFICATION

Master in Komunikasi Korporat (2006)

Bachelor in Komunikasi (2003)

RESEARCH

1. ANALYZING SOCIAL MEDIA ENGAGEMENT AMONG MINISTRY IN MALAYSIA AND INDONESIA: COMPARATIVE STUDY USING FOUR PR MODELS- THE PRESS AGENCY, PUBLIC INFORMATION, TWO-WAY ASYMMETRICAL, AND TWO SYMMETRICAL MODEL

2024 ON GOING MAIN RESEARCHER

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

2021 COMPLETED MAIN RESEARCHER

3. LOCAL CULTURE ON COVID 19 GOVERNMENT CAMPAIGN IN INDONESIA AND MALAYSIA (ETHNOGRAPHIC STUDY OF COMMUNICATION ABOUT COVID 19 GOVERNMENT CAMPAIGNS ON SOCIAL MEDIA)

2021 COMPLETED MAIN RESEARCHER

4. PENYELIDIKAN PROMOSI DAN PEMASARAN USIM OLEH BAHAGIAN KOMUNIKASI KORPORAT DAN PERHUBUNGAN ANTARABANG

2011 COMPLETED MAIN RESEARCHER

**5. PENGARUH FACEBOOK TERHADAP PEMBENTUKAN NILAI AKIDAH
REMAJA MUSLIM DI WILAYAH PERSEKUTUAN**

2011 COMPLETED MAIN RESEARCHER

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

2009 COMPLETED MAIN RESEARCHER

PUBLICATION

1. FACEBOOK ENGAGEMENT IN MALAYSIAN MINISTRY 2024

2025 JOURNAL

2. HUDUD OH HUDUD: AN ANALYSIS OF THE DISCOURSE ON SHARIA LAW IN ENGLISH MALAYSIAN NEWS PORTALS

2025 JOURNAL

3. FRAMING FAITH: ANALYSING THE INFLUENCES ON MALAYSIAN MEDIA COVERAGE OF RELIGIOUS CONFLICTS

2025 JOURNAL

4. AUDIENCE ANALYSIS OF RADIO IKIM AND ZAYAN FM

2024 PROCEEDING

5. ISLAM DAN MEDIA DI MALAYSIA:PEMAPARAN ISU HUDUD DI PORTAL ONLINE DI MALAYSIA

2024 PROCEEDING

6. HIERARCHY OF INFLUENCES IN REPORTING RELIGIOUS COFLICTS IN MALAYSIAN MEDIA

2024 PROCEEDING

7. INTERNET, MEDIA SOSIAL DAN PERHUBUNGAN AWAM

2023 PROCEEDING

8. ANALISIS PENGLIBATAN FACEBOOK DI KEMENTERIAN MALAYSIA

2023 PROCEEDING

9. THE EFFECT OF COVID-19 ON THE REPRESENTATION OF ISLAM AND MUSLIMS BY MALAYSIAKINI

2023 PROCEEDING

10. WACANA AKHBAR ARUS PERDANA MENGENAI KONFLIK ANTARA ISLAM DAN GOLONGAN MINORITI DI MALAYSIA: ANALISIS TERHADAP ISU PENGANJURAN PESTA ARAK

2023 PROCEEDING

11. MENEROKA POTENSI MAQASID AL-SHARIAH DALAM PELANCONGAN ISLAM MELALUI PENGEMBARAAN IBN BATTUTA: SATU KAJIAN KONSEPTUAL DALAM PELANCONGAN ISLAM

2023 PROCEEDING

12. EXPLORING PRACTICE AND ENGAGEMENT OF INSTAGRAM BY MALAYSIA MINISTRIES DURING COVID-19

2022 JOURNAL

13. SOCIAL MEDIA USAGE AND EFFECT ON FACE TO FACE INTERACTION AMONG UNIVERSITY STUDENT

2022 PROCEEDING

14. ISLAM, HUMAN RIGHTS AND THE MEDIA IN MALAYSIA: A CRITICAL DISCOURSE ANALYSIS ON ONLINE NEWSPAPERS' REPORTING ON THE ISSUE OF ORGANIZING THE "SEKSUALITI MERDEKA" PROGRAM

2022 PROCEEDING

15. RESPON NETIZEN NON-MUSLIM TERHADAP KES TANGKAPAN HINA NABI MUHAMMAD DI MEDIA SOSIAL

2022 PROCEEDING

16. PERSEPSI PEMIMPIN TERHADAP PUNCA PENGHINAAN AGAMA ISLAM DI MEDIA SOSIAL DAN LANGKAH PENCEGAHANNY

2022 PROCEEDING

17. STRATEGI PERHUBUNGAN AWAM DI MALAYSIA

2021 BOOK

18. PERHUBUNGAN AWAM REVOLUSI 4.0 : IMPLIKASI, PROSPEK DAN SOLUSI MASA DEPAN

2020 PROCEEDING

19. PERHUBUNGAN AWAM REVOLUSI 4.0 : IMPLIKASI, PROSPEK DAN SOLUSI MASA DEPAN

2020 PROCEEDING

20. FACEBOOK, TWITTER DAN INSTAGRAM SEBAGAI PLATFORM MEDIA BAHARUDALAM KALANGAN UNIT PERHUBUNGAN AWAM KEMENTERIAN DI MALAYSIA

2019 PROCEEDING

21. HOW HAPPY ARE ACADEMICS IN MALYSIAN HIGHER EDUCATIONAL INSTITUTIONS WITH THEIR COMMUNICATION SATISFACTION?

2019 PROCEEDING

22. THE DEVELOPMENT OF ACROSTIC MODEL AS A GUIDELINE IN NEWS WRITING FROM ISLAMIC PERSPECTIVES

2019 PROCEEDING

23. SOCIAL MEDIA TECHNOLOGY AND ITS IMPACT ON PUBLIC RELATIONS IN MALYSIAN PUBLIC SECTOR

2019 CHAPTER IN BOOK

24. ISLAMIC ARTICLE IN MAINSTREAM NEWSPAPER DURING SYA?BAN, RAMADAN AND SYAWAL 2018/1439H : BERITA HARIAN AND UTUSAN MALAYSIA

2018 PROCEEDING

25. PENGARUH FACEBOOK TERHADAP PEMBENTUKAN NILAI AKIDAH REMAJA MUSLIM DI MALAYSIA

2018 PROCEEDING

26. SOCIAL MEDIA IN PUBLIC RELATIONS

2018 PROCEEDING

27. CHAPTER 7: SOCIAL MEDIA IN PUBLIC RELATIONS

2018 CHAPTER IN BOOK

28. FACEBOOK AS A SOCIAL MEDIA TOOLS AMONG MUSLIM YOUTH IN MALAYSIA

2013 JOURNAL

29. FACEBOOK USAGE AMOG MUSLIM YOUTH IN MALAYSIA

2013 PROCEEDING

30. DIALOG ANTARA AGAMA: MENURUT PANDANGAN PRESIDEN INSAF DR. AMIR FARID BIN DATO ISAHAK

2013 PROCEEDING

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

2012 JOURNAL

32. ?WHICH ONE IS MY PREFERRED IVORY TOWER?? AN ANALYSIS AMONG ISLAMIC SECONDARY SCHOOL STUDENTS IN MALAYSIA

2012 JOURNAL

33. STRATEGI DAN PROMOSI INSTITUSI PENGAJIAN TINGGI ISLAM DI MALAYSIA: SATU KAJIAN KES DI USIM

2012 PROCEEDING

34. LEADING CREATIVITY THROUGH THE WEB:PUBLIC RELATIONS PERSPECTIVE

2012 PROCEEDING

35. TRANSFORMASI DALAM KEPIMPINAN INSTITUSI KELUARGA

2012 PROCEEDING

36. LAPORAN TAHUNAN 2011

2012 BOOK

37. MAJALAH ISLAM SEBAGAI MEDIUM DAKWAH

2012 CHAPTER IN BOOK

38. PANDANGAN MASYARAKAT UMUM TERHADAPA INSTITUSI PENGAJIAN TINGGI AWAM YANG BERASASASKAN ISLAM DI MALAYSIA: SATU KAJIAN AWAL DI USIM

2011 PROCEEDING

39. PROGRAM TELEVISYEN YANG BERUNSURKAN ISLAM DI MALAYSIA

2011 CHAPTER IN BOOK

40. ISLAMIC ARTICLE IN MALAYSIA MAINSTREAM NEWSPAPER

2010 PROCEEDING

41. KEMANA ARAH MAJALAH ISLAM?

2010 PROCEEDING

CONSULTATION/ADULATION

1. PENYELARAS PROGRAM PENJANA KPT-CAP-CAREER ADVANCEMENT (KPT-CAP) USIM

2023 NATIONAL PUSAT ALUMNI DAN KERJAYA

2. PENILAI JURNAL UNTUK MANUSKRIP PENGURUSAN PROTOKOL SUSUNAN KEUTAMAAN DALAM KONTEKS PERHUBUNGAN AWAM DI NEGERI SELANGOR

2012 NATIONAL PERBADANAN ADAT MELAYU DAN WARISAN NEGERI SELANGOR

3. PROJEK KONSULTASI DAN KAJIAN TAHAP KEBERKESANAN PROGRAM PENDIDIKAN PENCEGAHAN DADAH (PPDA) SAHABAT PETRONAS DI SEKOLAH BANTUAN KERAJAAN DI MALAYSIA

2012 NATIONAL PETRONAS/KEMENTERIAN PENDIDIKAN MALAYSIA

4. PENILAIAN ANUGERAH MAPIM 2010- KATEGORI MAKALAH JURNAL TERBAIK (KEMANUSIAN DAN SOSIAL) PENILAI PAKAR BIDANG- TAJUK JURNAL- KONSEP INSAN MENURUT ACUAN MALAYSIA

2011 NATIONAL MAJLIS PENERBITAN ILMIAH MALAYSIA (MAPIM)

5. PROJEK PERUNDINGAN -KHIDMAT KEPAKARAN EKSEKUTIF PEMBIMBING IBADAH HAJI 2024

International TABUNG HAJI

AWARDS/RECOGNITION

1. ESTABLISHING AN ONLINE HUB FOR MUSLIM AUDIENCE DIALOGUE ON RELIGIOUS AND RACIAL THEMES IN FILMS

2024 Universiti Gold

2. ENHANCING GOVERNMENT TRANSPARENCY AND PUBLIC ENGAGEMENT THROUGH AI-DRIVEN SOCIAL MEDIA IN DIGITAL GOVERNANCE

2024 **Universiti** Bronze

3. GAMIFIED CYBERSECURITY TRAINING

2024 **Universiti** Gold

4. CYBERSAFE: INTERACTIVE AWARENESS CAMPAIGN FOR CYBERSECURITY

2024 **Universiti** Silver

5. ANUGERAH MOBILITI -KERJASAMA PENGAJARAN DAN PEMBELAJARAN USIM-UMY

2023 **UNIVERSITY**