

Contents

- 1 – 13 [The Implications of Integrated Marketing Communication in Maintaining Student Relationship of a Malaysian Public Institution of Higher Education](#)
SITI AISHAH CHU ABDULLAH
- 14 – 24 [Persepsi Terhadap Kredibiliti Pemimpin dan Penentuan Dimensi Paling Dominan](#)
NOOR AISYAH ABD AZIZ, CHE HASNIZA CHE NOH DAN AZIZ AMIN
- 25 – 47 [Perhubungan Gender dalam Masyarakat Tradisional Berdasarkan Hikayat Patani](#)
SUHADAN ANWAR DAN SALMAH JAN NOOR MUHAMMAD
- 48 – 57 [Nilai Baik Hati Menerusi Cerita Rakyat Melayu Terhadap Masyarakat Melayu Suatu Aplikasi Teori Pengkaedahan Melayu](#)
MOHD FIRDAUS CHE YAACOB DAN NORMALIZA ABD RAHIM
- 58 – 75 [Makna dan Fungsi Busana dalam Naskhah Melayu *Syair Agung*](#)
ADILAH HJ. JUSOH DAN FAZILAH HUSIN
- 76 – 78 [New Media and English Language Proficiency: An Evolution \(Higher Education Context\)](#)
NORAIEN MANSOR AND NUR AAMINAH AZHAR